

JOINT COMMITTEE ON EDUCATIONAL TELEVISION

SUGGESTED AGENDA

for meeting of April 13, 1953

1. Approval of minutes of previous meeting
2. Election of Committee officers
3. Plans for television demonstration, Miami Beach
4. Report by the Director
5. Extension of protection of reserved channel assignments:
  - a. Collection of evidence by JCET staff
  - b. Actions taken by organizations in support of reservation extension
  - c. Congressional developments
6. Educational television conference planned for May 4 in Washington

Luncheon Pierre's

7. Relationships between JCET and NC CET concerning matters before the FCC
8. New project-Proposal of Southern Regional Education Board
9. New business
10. Determination of dates for JCET meetings May, June and July
11. Adjournment

*Bob Muller  
2:30*

New York Times, Sunday, January 27, 1952  
p. X 11

RADIO

# HOW MUCH CRIME?

## Study of Local Television Schedules Offers Some Startling Figures

By JACK GOULD

THE chronic and morbid absorption of most television stations with crime as programming material now has been documented statistically in the second annual analysis of the content of shows carried by New York's seven video outlets. It is little short of shocking.

The analysis was made by the National Association of Educational Broadcasters, under a grant from the Ford Foundation, and was directed by Prof. Dallas W. Smythe of the University of Illinois. The study covered the full week of programming from Jan. 4 through Jan. 10 and was based on reports by a group of monitors who saw every program on every station over the seven-day period.

The volume of crime dramas, including both "live" and film presentations, showed the greatest single increase of any type of program on the air — nearly 50 per cent. In all, the crime shows now account for 14.6 per cent of the total broadcast time in the metropolitan area.

The figures on the crime shows, what's more, do not include the Western pictures intended for adult and child consumption, which add up to a total of another 8.3 per cent. Not included, either, are many of the so-called children's adventure tales which offer violence in a futuristic setting.

In short, this is the over-all picture: nearly one-quarter of all the shows which the combined television broadcasting industry sends into New York homes is based in one way or another on the theme of lawlessness.

In terms of actual running time, the straight crime shows during the sample week of the survey consumed a total of ninety-one hours. The Westerns of all types occupied approximately fifty-one hours.

### Trends

Lest individual stations be unfairly judged on the basis of generalities, Professor Smythe's breakdown included detailed statistics. Here are the results in terms of percentages of the station's total broadcast time:

Station.	Crime Shows.	Westerns.	Total.
WCBS-TV	17.6	.5	18.1
WNBT	7.5	6.1	13.6
WABD	16.0	3.2	20.1
WJZ-TV	17.6	6.5	24.1
WOR-TV	13.8	12.8	26.6
WPIX	16.8	11.6	28.4
WATV	14.2	18.9	33.1

A significant footnote to these figures is that, except in the case of one station, the volume of straight crime shows has not lessened in comparison with a year ago. Rather the trend has been upward, as follows:

Station.	Add'l Hours Devoted to Crime Shows.
WCBS-TV	14
WNBT	3 2/3
WABD	3 1/2
WJZ-TV	14 1/2
WOR-TV	11 1/2
WPIX	2 1/2

The seventh station, WATV, dropped four hours of crime shows.

That the crime show always will have its place in television programming and will be enjoyed goes without saying, but at the same time it is not asking too much of the broadcasters to employ the theme with some degree of moderation. With the notable exception of the National Broadcasting Company, which deserves real credit for its more diversified structure, the theme is virtually dominant on local schedules. That is not a reasonable interpretation of balance in programming.

What the broadcasters cannot overlook is that children of varying age watch TV at almost all hours, particularly when the different time zones are taken into account. That alone dictates a note of caution. The crime show is a form of theatre; it must not become a way of life.

The emphasis on crime is particularly to be regretted because in many other respects Professor Smythe's analysis is not without its encouraging aspects.

The amount of time devoted to news, presentation of public issues and coverage of public events showed an increase, not very substantial, to be sure, but in the right direction at least.

### Commercialism

The number of presentations identified with recognized educational institutions jumped from one to thirteen, of which six were provided by WATV and three by WPIX. This year, however, the study was not accompanied by any narrow definitions of what was or was not educational, an intelligent forward step.

A set of figures which may come as a surprise to those complaining about excessive commercialism in TV are those on the percentage of time devoted to direct sales advertising—the total is down almost 2 per cent from a year ago.

These are figures on advertising for the individual stations: WCBS-TV, 8 per cent; WNBT, 9.8; WABD, 11.3; WJZ-TV, 8.7; WOR-TV, 6; WPIX, 7.6, and WATV, 6.6.

Professor Smythe's study, of course, does have inherent and serious limitations. No appraisal can be completely fair which just takes in the quantitative forms of programs and not their qualitative substance. Many programs have improved materially yet this cannot be shown in figures.

Similarly, some of TV's most rewarding and fruitful moments are not regularly scheduled programs falling within a sample period—a recent example was Winston Churchill's address to Congress—yet they are vitally pertinent to an evaluation of the medium's stature and influence. A week is rather a short time in which to judge TV as a whole.

No doubt, the commercial broadcasters will find some aspects of the study to which they will want to take exception, perhaps chiefly in the matter of questionable program definitions, and they should not be hesitant in setting the record straight. On other aspects, obviously, they have some explaining to do.

But despite what shortcomings the study may have—and this analysis is a very marked improvement over last year's—Professor Smythe and the educational broadcasters are shedding some much-needed light on the medium's over-all diversity of performance. That is a contribution to the broadcaster and viewer alike; it should be continued in the years to come.

NAEB TAPE NETWORK HDQ.

# TAPE-NAPPER NEWS

## Standings as of Sept. 18

Minus indicates station owes tapes  
to the Network.

Plus indicates Network owes tapes  
to the station.

KACC	Even	KWAR	-3	WFIU	-49	WOI	-50*
KANW	-9	KWAX	-5	WFPL	-187**	WOSU	-66*
KBGC	-67*	KWGS	+1	WGBH	-11	WOUU	-100**
KBPS	-37	KWLC	-19	WGPS	-32	WPRK	+37
KCSM	-13	KWSC	-67*	WGRE	+21	WRTI	+18
KCVN	+23	WABE	-58*	WGVE	Even	WSAJ	+27
KDPS	-49 -30	WAER	-81*	WHA	+4	WSHS	-54*
KFJM	-3	WAJC	-32	WHAZ	-29	WSOU	-1
KFKU	+150	WBAA	-6	WHPS	-19	WSPE	-170**
KMUW	-2	WBEZ	-4	WIPR	-84*	WSUI	-105**
KOAC	-113**	WBGO	-7	WKAR	-16	WTDS	+5
KOKH	-18	WBGU	-19	WKSU	-55*	WTNS	-30
KPFA	-97*	WBKY	-45	WMCR	-55*	WTUN	-71*
KSAC	-52*	WBOE	-35	WMUA	+18	WUNC	+3
KSDS	-62*	WBUR	-71*	WMUB	+20	WUOA	-70*
KSLH	-17	WDET	-57*	WNAD	-23	WUOM	+16
KTOY	-29	WDTR	-9	WNAS	+6	WUOT	+2
KUOM	+26	WDUQ	-53*	WNUR	+20	WUSC	-219**
KUOW	-80*	WEPS	-40	WNYC	+42	WUSV	+46
KUSC	-100**	WFBE	-44	WNYE	+1	WVSH	-14
KUSD	-34					WWHI	+31
KVOF	+5					WYSN	-75*

\* In the Tape-napper First Division

\*\* League Leaders

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KACC	Even	KWAR	-3	WFIU	-49	WOI	-50*
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KBGC	-67*	KWGS	+1	WGBH	-11	WOUU	-100**
KBPS	-37	KWLC	-19	WGPS	-32	WPRK	+37
KCSM	-13	KWSC	-67*	WGRE	+21	WRTI	+18
KCVN	+23	WABE	-58*	WGVE	Even	WSAJ	+27
KDPS	-49	WAER	-81*	WHA	+4	WSHS	-54*
KFJM	-3	WAJC	-32	WHAZ	-29	WSOU	-1
KFKU	+150	WBAA	-6	WHPS	-19	WSPE	-170**
KMUW	-2	WBEZ	-4	WIPR	-84*	WSUI	-105**
KOAC	-113**	WBGO	-7	WKAR	-16	WTDS	+5
KOKH	-18	WBGU	-39	WKSU	-55*	WTNS	-30
KPFA	-97*	WBKY	-45	WMCR	-55*	WTUN	-71*
KSAC	-50*	WBQE	-35	WMUA	+18	WUNC	+8
KSDS	-62*	WBUR	-71*	WMUB	+20	WUOA	-70*
KSLH	-17	WDET	-57*	WNAD	-23	WUOM	+16
KTOY	-29	WDTR	-9	WNAS	+6	WUOT	+2
KUOM	+26	WDUQ	-53*	WNUR	+20	WUSC	-219**
KUOW	-80*	WEPS	-40	WNYC	+42	WUSV	+46
KUSC	-100**	WFBE	-44	WNYE	+1	WVSH	-14
KUSD	-34					WWHI	+31
KVOF	+5					WYSN	-75*

\* In the Tape-napper First Division

\*\* League Leaders

1952 DUES RECEIVED BY NAEB UP TO AND INCLUDING MARCH 5, 1952:

PENNSYLVANIA STATE COLLEGE	ASSOC.	\$ 10.00
UNIVERSITY OF S. CALIFORNIA	ACTIVE '51, '52	30.00
KENT STATE COLLEGE	ACTIVE	15.00
E. W. ZIEBARTH	SUBSCRIBER	5.00
ALBUQUERQUE HIGH SCHOOL - KANW	ACTIVE	15.00
RCA-VICTOR DIVISION, CAMDEN	SUBSCRIBER	5.00
INDIANA STATE TEACHERS COLLEGE	ASSOCIATE	10.00
GROVE CITY COLLEGE	ACTIVE	15.00
ORAL HYGIENE COMM. OF GR. NY	ASSOCIATE	10.00
HUNTINGTON SCHOOLS - WSH-FM	ACTIVE	15.00
DUQUESNE UNIVERSITY	ACTIVE	15.00
U. OF ALABAMA-Dr. KENNETH HARWOOD SUBSCRIPTION		5.00
DEPAUM UNIVERSITY	ACTIVE	15.00
UNIVERSITY OF CHICAGO	ASSOCIATE	10.00
CHICAGO BOARD OF EDUCATION-WBEZ ACTIVE		25.00
PHILADELPHIA WIRELESS TECH. INST. ACTIVE		15.00
BOSTON UNIVERSITY	ACTIVE	15.00
MILLARD C. FAUGHT	SUBSCRIBER	5.00
MUNCIE, WILSON JR. HIGH SCHOOL	ACTIVE	15.00
ASS'N OF LAND GRANT COLLEGES & SUBSCRIPTION		5.00
UNIVERSITY OF COLORADO	ASSOCIATE	10.00
OHIO UNIVERSITY - WOU	ACTIVE	15.00
INSTITUTE FOR EDUCATION BY R-T ASSOCIATE		10.00
UNIVERSITY OF TENNESSEE	ACTIVE	<u>25.00</u>
TOTAL (THIS SHEET ONLY)		315.00

**List of Persons in Attendance - Conference on an Educational Television Network**  
**January 7, 1952 - City Hall, Room 208, St. Louis, Mo.**

**Mr. Frank C. Abbott**  
Staff Associate  
American Council on Education  
1785 Massachusetts Avenue  
Washington 6, D. C.

**Rev. Joseph H. Anler**  
Moderator, Councils of Catholic  
Men and Women  
340 N. Vandeventer Avenue  
St. Louis 8, Missouri

**Mr. James W. Armsey**, Director  
of Public Relations  
Illinois Institute of Technology  
Chicago, Illinois

**Dr. John W. Ashton**, Dean  
Student and Educational Services  
Indiana University  
Bloomington, Indiana

**Mr. Ernest Ball**  
Superintendent of City Schools  
Memphis, Tennessee

**Mr. L. F. Banks**  
Superintendent of Schools  
Box 114  
Birmingham, Alabama

**Mr. Hiram E. Barg**, Business Manager  
Milwaukee Vocational and Adult School  
1015 N. 6th Street  
Milwaukee, Wisconsin

**Mr. James Belnap**  
842 Vine Street  
Poplar Bluff, Missouri

**Mr. Carl B. Bidewell**  
802 Apple Street  
Poplar Bluff, Missouri

**Mr. Norman E. Borgerson**  
Assistant Supt. of Public Instruction  
State of Michigan  
Lansing, Michigan

**Miss Martha Boyer**, Director  
Radio Division  
Lindenwood College  
4497 Pershing Avenue  
St. Louis, Missouri

**Mr. R. Edwin Browne**  
Director of Radio and Television  
University of Kansas  
Lawrence, Kansas

**Mr. E. E. Bryan**  
Department of Buildings  
Vanderbilt University  
Nashville 5, Tennessee

**Mr. H. F. Corbin**, President  
University of Wichita  
Wichita 14, Kansas

**Mr. James H. Denison**  
Assistant to the President  
Michigan State College  
318-C Administration Building  
East Lansing, Michigan

**Mr. L. J. Dierker**  
Superintendent of Lutheran Schools  
4437 Taft Avenue  
St. Louis 16, Missouri

**Mr. John Dunn**, Director  
WNAD & WNAD-EM  
The University of Oklahoma  
Norman, Oklahoma

**Dr. Franklin Dunham**  
U. S. Office of Education  
Washington, D. C.

Mr. Earl English, Dean  
of School of Journalism  
University of Missouri  
Columbia, Missouri

Mr. Frank L. Eversull  
Southern Illinois University  
Carbondale, Illinois

Mr. C. R. Graham, Librarian  
Louisville Free Public Library  
Louisville, Kentucky

Rev. Theodore M. Hesburgh, C.S.C.  
Executive Vice President  
University of Notre Dame  
Notre Dame, Indiana

Mr. Philip J. Hickey  
Superintendent of Instruction  
Board of Education  
911 Locust Street  
St. Louis, Missouri

Rev. James E. Hoflich  
Superintendent of Parish Schools  
Archdiocese of St. Louis  
3810 Lindell Boulevard  
St. Louis 8, Missouri

Mr. E. H. Hopkins  
Associate Dean of Faculty  
Washington University  
St. Louis, Missouri

Dr. Norbert J. Hruby, Assistant Dean  
College of Commerce  
Loyola University  
Chicago, Illinois

Dr. Charles F. Hunter  
Northwestern University  
Evanston, Illinois

Mr. George Jennings, Director  
of Radio WBEZ  
Board of Education  
228 N. LaSalle Street  
Chicago 1, Illinois

Mr. Charles Fabens Kelly  
Assistant Director  
Art Institute of Chicago  
Chicago 3, Illinois

Mr. W. W. Kemmerer  
University of Houston  
3801 Cullen  
Houston 4, Texas

Mr. William Kottmeyer  
St. Louis Board of Education  
911 Locust Street  
St. Louis, Missouri

Major John Allan Love  
8020 Forsyth Boulevard  
Clayton, Missouri  
(Representing Mr. Colgate W. Darden,  
President, University of Virginia,  
Charlottesville, Virginia.)

Mr. H. B. McCarty, Executive Director  
Wisconsin State Radio Council  
Madison, Wisconsin

Alderman Fred P. Meyers  
City of Milwaukee  
143 E. Garfield Avenue  
Milwaukee, Wisconsin

Mr. Frederick A. Middlebush, Pres.  
University of Missouri  
Columbia, Missouri

Mr. James S. Miles, Executive Director  
NAEB  
Room 14, Gregory Hall  
University of Illinois  
Urbana, Illinois

Mr. Delyte W. Morris, President  
Southern Illinois University  
Carbondale, Illinois

Mrs. Charles Muschany, President  
St. Louis Council of Parent-Teachers  
Associations  
5229 Lisette Avenue  
St. Louis 9, Missouri

Mr. Sam V. Noe  
Fifth and Hill Streets  
Louisville, Kentucky

Dean Julius M. Nolte, Chairman  
University Radio Policy Committee  
University of Minnesota  
152 Nicholson Hall  
Minneapolis 14, Minnesota

Mrs. George A. O'Sullivan, President  
Council of Catholic Women  
340 N. Vandeventer Avenue  
St. Louis 8, Missouri

Mr. Robert W. Pharr  
Assistant City Attorney  
1408 Commerce Title Building  
Memphis, Tennessee

Mr. George E. Probst  
Director of Radio  
University of Chicago  
Chicago 37, Illinois

Mr. Henry V. Putzel  
1330 Washington Avenue  
St. Louis 3, Missouri

Dr. Wm. F. Rasche, Director  
Milwaukee Vocational and Adult School  
1015 N. 6th Street  
Milwaukee, Wisconsin

Dean Willis H. Reals,  
Dean, University College  
Washington University  
St. Louis, Missouri

Mr. John S. Rendleman  
Southern Illinois University  
Carbondale, Illinois

Mr. Arthur C. Repp  
Concordia Theological Seminary  
201 DeMun Avenue  
St. Louis 5, Missouri

Mr. Buren C. Robbins  
Southern Illinois University  
Carbondale, Illinois

Mr. George Round  
University of Nebraska  
Lincoln, Nebraska

Miss Adele Schott  
Editorial and Radio Assistant  
Milwaukee Public Schools  
Milwaukee, Wisconsin

Mr. Frank E. Schooley, Manager  
Radio Stations University of Illinois  
Urbana, Illinois

Mr. Ralph Steetle, Executive Director  
Joint Committee on Educational  
Television  
1785 Massachusetts Avenue, N. W.  
Washington 6, D. C.

Mr. Walter A. Stay  
3851 Giles  
St. Louis, Missouri  
(Representing Archdiocesan Council  
of Catholic Men)

Mr. William E. Stirton  
Assistant to President  
Wayne University  
Detroit 1, Michigan

Dr. A. A. Suppan, Director  
Extension and Summer Session  
Wisconsin State College  
3203 N. Downer Avenue  
Milwaukee 11, Wisconsin

Prof. I. Keith Tyler  
Director of Radio Education  
Ohio State University  
Columbus 10, Ohio

Mr. George A. Volz, General Manager  
Radio Station WEW  
St. Louis University  
St. Louis, Missouri  
(Representing Father Reinert, Pres.,  
St. Louis University)

Mr. George W. Vossbrink  
St. Louis County Superintendent of  
Schools  
651 Brentwood Boulevard  
Clayton 5, Missouri

Mr. Parker Wheatley, General Manager  
WGBH  
Symphony Hall  
Boston 15, Massachusetts

Dr. John R. Winnie  
Director of Film-Television  
University of Iowa  
Iowa City, Iowa

Mr. Raymond H. Wittcoff, Chairman  
St. Louis Educational Television  
Committee  
8 South Fourth Street  
St. Louis, Missouri

Mr. Earl Wynn, Director  
Communication Center  
The Consolidated University of  
North Carolina  
Chapel Hill, North Carolina

# The New York Times

MONDAY, SEPTEMBER 15, 1952

## RADIO AND TELEVISION

'The Jeffersonian Heritage' Has Its Premiere on WNYC With Claude Rains in Lead Role

By JACK GOULD

"The Jeffersonian Heritage," which had its premiere at 1 o'clock yesterday afternoon over the city's station, WNYC, is an event to gladden the hearts of all those who believe the microphone and camera have a broader destiny than purveying vaudeville and commercial announcements.

First, the program itself promises to be a brilliant radio series bringing to light the ideas of Jefferson and underscoring their timeliness and pertinency in 1952. With a poignant simplicity and disciplined grandeur the opening installment of this series dealt with Jefferson's trials in drafting the Declaration of Independence and then quietly put the telling question to all of us: What is our generation doing?

Secondly, "The Jeffersonian Heritage" is the first significant benefit to result from the grant from the Fund for Adult Education, established by the Ford Foundation, to the National Association of Educational Broadcasters. Here is proof that given adequate resources the educational world can do a first-class professional job in broadcasting and do it in a sphere that would not normally interest advertising sponsors. Since the N. A. E. B. expects to be active in television as well, yesterday's broadcast was an auspicious omen indeed.

The initial presentation was entitled "The Living Declaration" and was by way of setting the theme for the succeeding twelve installments in the series. The program took the form of Jefferson speaking from his grave, which normally is one of the more treacherous of dramatic devices, but the restrained playing of Claude Rains and the inspired script of Morton Wishengrad provided a vivid credibility.

The story of Jefferson's part in are off on the right foot.

THURSDAY, AUGUST 28, 1952

## Radio Dramatizes Jefferson's Life With Its Lasting Imprint on Nation

13-Week Sequence Is First of 4-Title Series Offered by Educators With \$300,000 Ford Grant—WNYC Is Outlet Here

A thirteen-week radio study of Jefferson's idea that "the earth belongs always to the living generation" has been produced and recorded under a \$300,000 grant from the Fund for Adult Education established by the Ford Foundation and soon will be heard by the public.

Under the sponsorship of the National Association of Educational Broadcasters, of which Seymour N. Siegel, director of New York City's Radio Station WNYC, is president, the \$300,000 is to be used to finance production of four broadcast series of historical and contemporary significance.

The Jefferson series, titled "Our Jefferson Heritage," will be the first. Series to follow will be "The Nature of Man," "International Understanding" and "Public Affairs."

WNYC will be the outlet for these programs in this area. Dates are to be announced soon.

The approach to the Jefferson radio studies—which Mr. Siegel said yesterday would "inform, entertain and educate"—is not alone to reflect Thomas Jefferson's influence on his own times, but also to show how his principles have weighed upon and guided succeeding generations of the country's statesmen and thinkers.

With Claude Rains, the screen actor, portraying Jefferson, the introductory program, "The Living Declaration," will dramatize the third President's part in framing this historic document and infer that his ideas in it are living realities. Emphasis will be put on Jef-

SUNDAY, SEPTEMBER 21, 1952.

## NETWORK EDUCATION

Magnetic Tape Recordings Link Seventy Stations

By VAL ADAMS

**A** NEW kind of nation-wide radio network put together with magnetic recording tape is being nurtured by the National Association of Educational Broadcasters. Seventy stations participate in the network, all non-commercial, the vast majority operated by schools, universities and boards of education. Their aim is to serve and inform the public with programs above quiz show caliber.

The N. A. E. B. has been around formally since 1934, but its tape network came into existence less than three years ago. In the beginning one of its members begged \$600 from Cooper Union here for the purpose of buying magnetic tape, recording the school's forums and putting them on the air.

The taped program was broadcast by one educational station and then rushed to another, a process repeated over and over and known in the trade as "bicycling." The circuit completed, the tape was returned to New York, the sound "wiped" off, another Cooper Union Forum recorded, and the same piece of tape sped on its way again. Thus was born the N. A. E. B. tape network.

The production of "The Jeffersonian Heritage" was of the highest network caliber. To his interpretation of Jefferson, Mr. Rains is bringing forthrightness leavened by humility. He is reading his lines straightforwardly and without undue vocal flourishes. His is an excellent performance.

The Educational Broadcasters have not stinted in other departments, either. Vladimir Selinsky

has provided an eminently helpful score that complements the drama and Frank Papp's direction is plain and knowing.

"The Jeffersonian Heritage" is

being made available at cost to stations throughout the country and the series should have the widest possible circulation for one sound reason: it is a good show and a stimulating one.

The Fund for Adult Education, the Ford Foundation and the National Association of Educational Broadcasters

are off on the right foot.

### Sources

The latter program, incidentally, is broadcast here by WNYC on Saturday mornings from 8 to 8:30.

For additional programming the tape network also draws upon a wide variety of sources, including the British and Canadian Broadcasting Corporations, the University of Berne in Switzerland, the Federal and Mutual Security Agencies and the United Nations.

For the most part, the "bicycling" of programs from one station to another is no longer necessary. The network's headquarters now has a large supply of tape and recently installed a mass duplicator, a single mandrel machine that turns out eleven copies of a half-hour show in ten minutes. Duplication is made backward, starting with the end of the program so the reels of tape need not be rewound, thus saving time and effort.

The only exception of stations not being sent their own copies of a broadcast is in the case of B. B. C. programs. Tapes from England cannot be duplicated because of restrictions by the artists' union there. The tape network receives twelve copies of each B. B. C. program and has to "bicycle" them around the circuit.

Day to day service to the network is supervised by Jim Miles, executive director of the N. A. E. B., who is currently on leave from Purdue, where he is director of WBAA.

Although stations currently pay an annual service assessment fee ranging from \$75 to \$200, depending on a station's transmitter power, it was a \$250,000 operational fund grant last year from the W. K. Kellogg Foundation that put the tape network on sound financial footing.

The grant is to be spent over a period of five years, at which time the non-profit network, through a gradual increase in assessments, will be self-sustaining. Any commercial radio network, hard pressed by television, would gladly abolish six vice presidents if it knew it could say the same five years from now.

THURSDAY, SEPTEMBER 11, 1952

## Radio-TV Notes

J. R. (Jack) Poppele has resigned as vice president in charge of engineering for the Mutual Broadcasting System and as director of engineering for WOR, the network's local station. He had been with WOR since 1922, becoming its chief engineer a few weeks after the station went on the air.

Mr. Poppele said that he would set up his own consultant firm, specializing in the development and construction of new television studios and transmitters, and that WOR-TV would be among his clients.

Although Mr. Poppele had been a director of the Mutual network for some years, he was named head of the engineering department only a few months ago after the chain and WOR were taken over by the General Tire and Rubber Company.

"The Jefferson Heritage," a thirteen-week recorded radio series evaluating Thomas Jefferson's contribution to America and the spirit of freedom, will make its debut over WNYC on Sunday from 1 to 1:30 P. M. The series was produced by the National Association of Educational Broadcasters with the aid of a grant by the Ford Foundation's Fund for Adult Education.

VARIETY  
August 20

## Educ'l Groups Take Com'l Tips in Plugging Shows

The educational fraternity is taking a leaf from the commercial bankroller's book and is learning the importance of promoting and publicizing cultural shows—not merely putting them on without a pitch to get an audience.

National Assn. of Educational Broadcasters, for example, will use ads to plug its "Jeffersonian Heritage" series, which was made possible by a grant from the Ford Foundation. Klores & Carter, Inc. was appointed to handle advertising and promotion, with both daily newspapers and trade publications to be used. As one phase of the promotion, some 300,000 letters are being sent out by direct mail to tell VIPs and other opinion leaders about the show.

Ford Foundation has also signed a press agent to beat the drums for its 90-minute "Omnibus" series starting in three months on TV. Flack is Jack Perlis.

ELKINS, W. Va.

August 7, 1952

### THE JEFFERSON HERITAGE

The National Association of Educational Broadcasters has now moved into the production phase of new programs which it is developing. Four of the programs in "The Jeffersonian Heritage" are now finished and four more will be produced as soon as Claude Rains, starred as Jefferson, returns from London. The program deals with Jefferson's ideas about the Declaration of Independence, freedom of religion, freedom of the mind, and equal and exact justice.

The National Association of E

presents A DISTIN  
CREATIVE  
OF RADIC

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based on the research, writi  
of Professor Dumas Malon

Department of History of Co  
produced and directed by F

written by Morton Wisheng

with music composed and co

Wladimir Selinsky

and starring

The dramatized ideas wh  
possessions of all Americ

BROADCAST OVER THE EDUCATION

The National Association of Educational Broadcasters, organization, is composed of institutions, school engaged in non-commercial educational broad  
owned AM, FM, or Television stations, or throu

# AEB 'Heritage' Into Syndication

"The Jeffersonian Heritage," series produced by the National Assn. of Educational Broadcasters, will be made available to commercial outlets on a sustaining basis. Outlets will be able to beam the 13 half-hour dramas for the cost of the pressings alone, about \$25. In New York the series preems Sept. 14 over WNYC, the municipal station, in a 1 p.m. Sunday slot. Kickoff in other educational stations will be on the same date.

"Jeffersonian" and three or four other series are being financed under a \$300,000 grant from the Fund for Adult Education, established by the Ford Foundation. Series stars Claude Rains, was written by Morton Wishengrad and Milton Geiger and produced and directed by Frank Papp, with music composed and conducted by Vladimir Selinsky.

Seymour N. Siegel, NAEB presy., said that the series is not biographical but "recreates Jefferson as a living voice, his ideals as living ideals and his principles as enduring qualities that should guide men of the present day."

## THE NEW YORK TIMES,

September 11, 1952

"The Jefferson Heritage," a thirteen-week recorded radio series evaluating Thomas Jefferson's contribution to America and the spirit of freedom, will make its debut over WNYC on Sunday from 1 to 1:30 P.M. The series was produced by the National Association of Educational Broadcasters with the aid of a grant by the Ford Foundation's Fund for Adult Education.

## Educational Broadcasters

GUISHED  
SERIES  
PROGRAMS ON

# Jeffersonian Heritage"

ing, and advice

e of the

Columbia University

Frank Papp

Brad and Milton Geiger

conducted by

## Mr. Claude Rains

which are the enduring  
values and all free peoples.

## NATIONAL RADIO STATIONS OF AMERICA

"TIMES"  
Seattle, Wash.  
September 12, 1952

## Jeffersonian Broadcasts Planned

The University of Washington's FM radio station, KUOW, will begin broadcasting a special series of transcribed programs on "Our Jeffersonian Heritage" Thursday evening.

The half-hour documentary programs will be broadcast at 7:30 o'clock each Thursday evening for 13 weeks.

The Ford Foundation gave a \$300,000 grant to the National Association of Educational Broadcasters to produce "Our Jeffersonian Heritage" and three other series of programs.

ST. LOUIS, MISSOURI  
POST-DISPATCH  
September 2, 1952

## KSLH to Resume Broadcasting at 9:10 A.M. Monday

KSLH, the Board of Education's FM station, will resume broadcasting on the 91.5 megacycle channel tomorrow. It will be on the air from 9:10 to 11:45 a.m. and 1:10 to 3 p.m. Monday through Friday.

Among the programs scheduled are Think it Through, Poetry Corner, International Visitor, Library Shelf, Time for Rhyme, Science for You, Missouri's Constitution, Using Numbers, Indian Days and Ways, Let's Find Out, Behind the News, Creators All, Music for You, Success Story and Story Behind the Song.

Starting Oct. 2, KSLH will broadcast for 13 weeks at 2:30 p.m. Thursdays a series titled "The Jeffersonian Heritage" and produced by the National Association of Educational Broadcasters. Claude Rains will be cast as Thomas Jefferson.

NEW YORK PUBLISHERS WEEKLY  
AUGUST 10, 1952

UNDER a \$300,000 grant from the Ford Foundation's Fund for Adult Education, the National Association of Educational Broadcasters is planning the production of four broadcast series of historical and contemporary significance, the first of which is entitled "Our Jeffersonian Heritage." Series to follow will be "The Nature of Man," "International Understanding" and "Public Affairs."

The 13-week Jefferson sequence will begin around September 14 and will be initially carried by about 47 stations in the NAEB group. The September 10 issue of the *Saturday Review* will carry an announcement of the series on the inside cover, listing the stations to carry the broadcasts. The series will also be made available to commercial stations, and Seymour Siegel of WNYC, New York, president of the NAEB, reports that 40 commercial broadcasters have already asked to carry the programs. Mr. Siegel estimates that eventually they will be carried by about 1,000 outlets. They will also be made available to United Nations Radio, the Voice of America, the British Broadcasting Corporation, the Canadian Broadcasting Corporation, the Australian Broadcasting Company and All-India Radio.

Claude Rains, the screen actor, will portray Jefferson, and, although the script will not make mention of Jefferson books, the eventual plans call for publication of the scripts and of a bibliography, probably by Oxford. In connection with the broadcasts, New York City libraries are planning exhibitions of books on Jefferson, Mr. Siegel tells us.

BROADCASTING  
& TELECASTING  
Washington, D.C.  
August 28, 1952

## NAEB SERIES

Ford Grant Makes Possible

IDEAS and ideals of Thomas Jefferson and their significance to 20th century Americans will be set forth in a 13-week transcribed radio series, *The Jeffersonian Heritage*, soon to be presented under the auspices of the National Assn. of Educational Broadcasters.

In announcing the Jefferson series today (Monday), Seymour N. Siegel, NAEB president, said that these programs comprise the first of a number of series which NAEB is preparing with the broad overall objective of giving the radio public a perspective on significant topics in the form of broadcasts that will simultaneously inform, entertain and educate. The association's efforts toward this goal are made possible, Mr. Siegel revealed, by a \$300,000 grant to NAEB from the Fund for Adult Education of the Ford Foundation.

The sets of series, as projected by the special adult education committee of NAEB which is planning them and supervising their production, will comprise an overall pattern with four main divisions—The American Heritage (into which the Jefferson series falls), the Nature of Man, International Understanding and Public Affairs. The pattern is flexible, it was explained, and the public response to the Jefferson and other early program series will determine the course of future programming.

George Probst, U. of Chicago, is chairman of the special NAEB committee, which also includes: Parker Wheatley, Lowell Institute Cooperative Broadcasting Council; Richard B. Hull, Iowa State College (WOI Ames); Harold B. McCarty, U. of Wisconsin (WHA Madison); Mr. Siegel, New York's Municipal Broadcasting System (WNYC New York).

The Jefferson series, NAEB announced, will be broadcast by the NAEB Tape Network, cooperative organization of educational stations, and will also be offered to commercial stations for use on a sustaining basis. The programs will be made available to United Nations Radio, Voice of America, BBC, CBC, Australian Broadcasting Co. and All-India Radio.

Commenting on the series, Mr. Probst said:

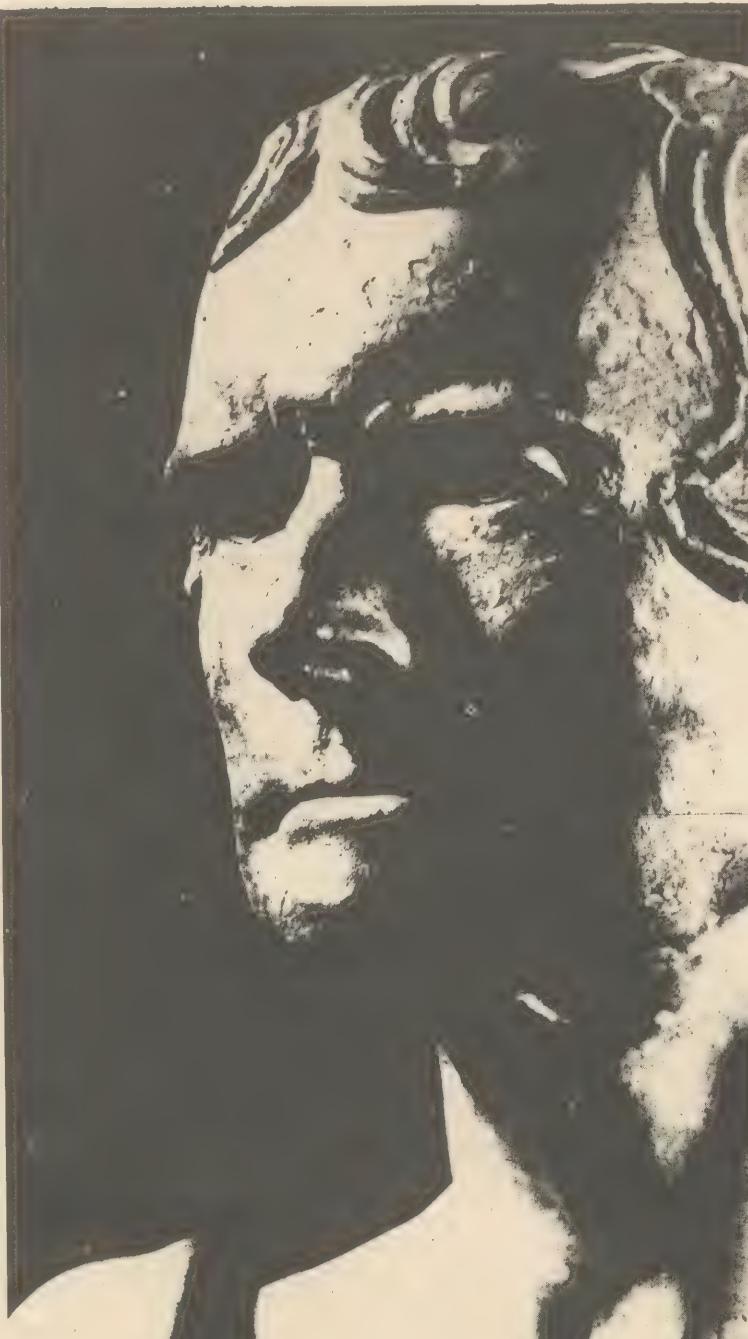
We are engaged in producing programs of the quality of "Henry V," or Sherwood's "Abraham Lincoln in Illinois," or MacLeish's "The Fall of the City." We are trying to produce programs that are 'consumer durables.' We are trying to produce programs that can be rebroadcast 10 or 20 years from now to both our satisfaction and the satisfaction of the listener.

We are doing this really against the whole current of American writing and American commercial radio, which are devoted to the production of programs that are really 'consumer perishables.' At no previous time in American radio has there been an occasion when anybody had the funds, or thought it was worthwhile to try to create an outstanding series of programs about Jefferson, or about any other outstanding American. . . .

MONDAY, AUGUST 25, 1952

## Heritage' Sept. 14

NATIONAL Assn. of Educational Broadcasters' 13-week *Jeffersonian Heritage* series of transcribed programs [B•T, Aug. 18, July 28] is slated to start Sept. 14 over stations of the NAEB Tape Network, cooperative group of educational stations. The series is one of several being produced under a \$300,000 grant from the Ford Foundation's Fund for Adult Education and will be made available to commercial stations on a sustaining basis and to United Nations Radio, Voice of America, and the broadcasting systems of other countries.



"The Living Declaration"

"The Democrat and  
the Commissar"

"Divided We Stand"

"Light and Liberty"

"The Return of the Patriot"

"The Danger of Freedom"

"The Ground of Justice"

"Freedom to Work"

"Freedom of the Press"

"The University of  
the United States"

"To Secure These Rights"

"Nature's Most Precious Gift"

"What the Jeffersonian  
Heritage Means Today"

Lynchburg, Va.

### The Jefferson Series

The National Association of Educational Broadcasters has just announced that the Ford Foundation has made a grant of \$300,000 for what is called an "experiment" in adult education. The program to be offered will consist of a study of Thomas Jefferson extending over a period of thirteen weeks. The emphasis apparently is to be laid on the political and social philosophy of Jefferson rather than upon biographical facts. Enough will be given, however, to help the listener reconstruct the atmosphere of Jefferson's times.

The source of the broadcasts will be WYNC, the radio station of New York City. Director Siegel, of that studio, lists some of the titles giving an idea of the character of the programs. There will be one on Our Jefferson Heritage, others on The Nature of Man, International Understanding and Public Affairs. The grant of the Ford Foundation will enable these programs to be given without commercial interruptions, which is helpful. They will not be confined to the United States. They will be available to the United Nations Radio, the British Broadcasting Corporation, the All-India Radio, the Canadian Broadcasting Corporation, and the Voice of America. It is now always that American ideas will stand world-wide attention. But Jefferson, the only philosopher ever to be our President, can hold his own with the great thinkers of the world. We may only hope that his ideas will be presented soberly in their true significance and not handed out patronizingly to an ignorant world."

One interesting point is mentioned in the preliminary announcement. Jefferson, it is well known, said that periodical revolutions were good for a country, a true pronouncement of a progressive mind. This statement has been used by Communists to bolster their efforts at overthrowing the government, by violence if necessary. The program as outlined promises to contrast the Jeffersonian conception of revolution with that of Marxist Communism. It is a subject on which many of us would like to be enlightened.

While the Jefferson Series will be available as purely educational broadcasts, the plan seems also to include their extension to the commercial systems that wish to have them. In making this educational venture possible, the Ford Foundation is living up to its reputation of vital experimentation.

"PIONEER", August 4, 1952  
Mandan, N.D.

### JEFFERSON ON THE AIR

The public will soon hear a series of radio programs which will consider the life, times, principles of philosophy and politics of Thomas Jefferson. The programs will be sponsored by the National Association of Educational Broadcasters. Funds for the broadcasts will be provided by the Fund for Adult Education established by the Ford Foundation.

Jefferson's philosophy will be considered in the light of its meaning today. Dramatizations of important episodes in the life of Jefferson will be presented with professional actors in key roles in an attempt to entertain as well as educate those who hear the programs.

Jefferson is a fit subject for the most able dramatists. His character, his struggle with obstacles and his vision of a better world are especially worth noting in these troubled times. In a world in an almost constant state of revolution it will be well to compare the Jeffersonian idea of revolution to accomplish individual freedom with the Marxian concept of revolution to sacrifice all personal liberty to the state.

These programs about Jefferson will doubtless be awaited with great interest. In presenting them radio shows signs that it is coming of age.

"ENQUIRER", Cincinnati, Ohio  
August 10, 1952

## Jefferson Is Theme Of Radio Series

N.Y. Times Special

NEW YORK, Aug. 9—A 13-week radio study of the life, times, principles and philosophy of Thomas Jefferson, third President of the United States, has been produced and recorded under a \$300,000 grant from the fund for adult education established by the Ford Foundation and soon will be heard by the public.

Under the sponsorship of the National Association of Educational Broadcasters, of which Seymour N. Siegel, Director of

this historic document and infer that his ideas in it are living realities. Emphasis will be put on Jefferson's idea that "the earth belongs always to the living generation."

Stress on biography has been avoided, Mr. Siegel said. Subsequent programs will explore Mr. Jefferson's thoughts on the various freedoms, and in one of the episodes the Jeffersonian conception of revolution will be contrasted with the Communist or Marxian conception.

New York City's radio station WNYC, is president, the \$300,000 is to be used to finance production of four broadcast series of historical and contemporary significance.

The Jefferson series, titled "Our Jefferson Heritage," will be the first. Series to follow will be "The Nature Of Man," "International Understanding" and "Public Affairs."

The approach to the Jefferson radio studies—which Mr. Siegel said today would "inform, entertain and educate"—is not alone to reflect Thomas Jefferson's influence on his own times, but also to show how his principles have weighed upon and guided succeeding generations of the country's statesmen and thinkers.

With Claude Rains, the screen actor, portraying Jefferson, the introductory program, "The Living Jefferson," will dramatize the

dent's part in framing

Although the Jefferson programs have been prepared primarily for the National Association of Educational Broadcasters' tape network, they will be made available also to United Nations radio, The Voice of America, the British Broadcasting Corp., the Canadian Broadcasting Corp., the Australasia Broadcasting Co. and All-India Radio.

The member stations of the tape network, a co-operative organization devoted to the dissemination of outstanding radio programs, are owned and operated by educational institutions, municipalities and other public service agencies.

The "Jefferson Heritage" programs are to be made available to commercial radio station operators on a sustaining basis. It is expected that at least one of the four series to be produced will be broadcast in its entirety over a national network.

"TIMES" Gloucester, Mass., August 8, 1952

### Our Jefferson Heritage

A \$300,000 grant from an agency of the Ford Foundation has enabled the National Association of Educational Broadcasters to do some pathfinding in the radio field by producing and planning to produce four broadcast series of historical and contemporary significance. The first of these, "Our Jefferson Heritage,"

on biography has been avoided. An effort will be made to show how Jefferson's principles have guided generations of statesmen who followed him.

Soon will be heard by the public. Series to follow will have the topics: "The Nature of Man," "International Understanding," and "Public Affairs."

The sets of broadcasts, which are to be tape recorded, mark a serious venture of radio into the field of adult education. Their sponsors assure us that the broadcasts will "inform and entertain, as well as educate." The study of Thomas Jefferson will deal with his life, times, principles and philosophy, but stress on biography has been avoided.

—New York Times

So far broadcasting organizations in Canada, Australia and other countries have shown an interest in putting the "Jefferson Heritage" series and later series on the air. Stations linked with the N.A.E.B. are all non-commercial, but some commercial stations are expected to join in the presentation. The significance of the forthcoming series, however, lies not in the size of the organizations that will broadcast them but in the fact that adult education material of this type, keyed to the needs of radio, is to have a reasonably broad presentation to the public.

"REPUBLICAN", Carthage, Ill.

August 6, 1952

### OUR JEFFERSON HERITAGE

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SUNDAY, SEPTEMBER

# The New E

A distinguished  
of radio programs designed  
FOR ALL AMERICA

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starring

**MR. CLAUDE RAINS**

and a distinguished cast

For radio programs of high quality, integrity, information, education and entertainment, tune to member stations of the National Association of Educational Broadcasters.

A partial list of the more than 100 stations

STATION	DAY	TIME	STARTING
WNYC, New York, N.Y.	Sun.	1:00 p.m.	Sept. 14
WHA, Madison, Wis.	Sun.	3:00 p.m.	Sept. 14
WDUQ, Pittsburgh, Pa.	Sun.	8:00 p.m.	Sept. 14
WILL, Urbana, Ill.	Sun.	3:00 p.m.	Sept. 14

# ork Times.

shed series  
igned with respect~~~  
ERICANS

# onian eritage'

## EN HALF-HOUR RADIO DRAMAS

"The principles of Jefferson are the definitive axioms of free society . . . All honor to Jefferson who . . . had the coolness, forecast, and capacity to reduce into a mere revolutionary document an abstract principle applicable to all men and all times."

— Abraham Lincoln  
April 6, 1859

presented by

## NATIONAL ASSOCIATION OF EDUCATIONAL BROADCASTERS

"Jeffersonian Heritage" is based on the research, and advice of Professor Dumas Malone of the Department of History of Columbia University; written by Morton Wishengrad, Milton Joseph Mindel with music composed and conducted by Vladimir Selinsky; produced and directed by Frank Papp.

Jefferson and his great contemporaries . . . learn how Americans secured for themselves, and for all Americans the right to life, liberty and the pursuit of happiness . . . important events are included . . . the trials, decisions, hardships, any despairs, and the ultimate triumphs . . . fully and . . . brilliantly written . . . dramatically presented and portrayed . . .

Presentations are made possible under a grant from the Fund for Adult Education, established by the Ford Foundation.

The National Association of Educational Broadcasters, is composed of educational colleges, school systems and public service agencies which are engaged in non-commercial educational broadcasting through their own stations, AM, FM, or Television stations, or through the facilities of educational foundations.

ions which have already scheduled

## AN HERITAGE"

STATION	DAY	TIME	STARTING
WKAR, East Lansing, Mich.	Sun.	2:00 p.m.	Sept. 14
WIPR, San Juan, Puerto Rico	Sun.	8:00 p.m.	Sept. 14
WGBH, Boston, Mass.	Sun.	5:00 p.m.	Sept. 14
WBUR, Boston, Mass.	Sun.	5:00 p.m.	Sept. 14

## PROGRAM SCHEDULE

FALL, 1952

The current season ushers in an exciting new development in educational broadcasting.

During the fall quarter, KUOM listeners will be hearing "The Jeffersonian Heritage"—the first major series produced under the auspices of the National Association of Educational Broadcasters, with funds provided from a \$300,000 grant from the Fund for Adult Education as established by the Ford Foundation.

These funds have made it possible for U.S. educational broadcasters to combine the knowledge of leading American scholars with the writing and production skills of outstanding radio craftsmen from the country's major radio production centers in the presentation of educational programs of the highest possible caliber. Individual series are planned in four broad areas—The American Heritage, The Nature of Man, International Understanding, and Public Affairs.

All of these programs will be heard over KUOM during the coming months. We are proud of our contributing role in the Association which has helped to make these programs possible.

We think you will find that, as of fall 1952, educational radio has come of age.

### Note Especially:

#### THE JEFFERSONIAN HERITAGE . . .

starring Claude Rains as Thomas Jefferson. This series captures his spirit by building dramatic episodes around Jefferson's own words. Dramatizations are based on the research and writings of Professor Dumas Malone of Columbia University's Department of History, who is the nation's

This Clipping From  
FINDLAY, OHIO  
REPUBLICAN-COURIER

AUG 7 - 1952

#### JEFFERSON ON THE AIR

The public will soon hear a series of radio programs which will consider the life, times, principles of philosophy and politics of Thomas Jefferson. The programs will be sponsored by the National Association of Educational Broadcasters. Funds for the broadcasts will be provided by the Fund for Adult Education established by the Ford Foundation.

Jefferson's philosophy will be considered in the light of its meaning today. Dramatizations of important episodes in the life of Jefferson will be presented with professional actors in key roles in an attempt to entertain as well as educate those who hear the programs.

Jefferson is a fit subject for the most able dramatists. His character, his struggles with obstacles and his vision of a better world are especially worth noting in these troubled times. In a world in an almost constant state of revolution it will be well to compare the Jeffersonian idea of revolution to accomplish individual freedom with the Marxian concept of revolution to sacrifice all personal liberty to the state.

These programs about Jefferson will doubtless be awaited with great interest.

September 26, 1952

Wilkes Barre, Pa.

"RECORD"

#### The Once Over

By H. I. PHILLIPS

The outlook wasn't brilliant for the Mudville nine that day, the score stood four to two, with And, so, as stretcher bearers took the wounded from the field, the fate of bleeding means is a guy who not only can afford an auto but the insurance as well . . . The National Association of Educational Broadcasters rates a bow for "The Jefferson Heritage." . . . Colored tires for autos are reported a coming novelty and we can't wait for a set of polka dots on front with some scotch plaids on the rear . . . Moscow has assured Red China of its undying friendship and if that

### The Jeffersonian Heritage

WKAR is happy to be able to present "The Jeffersonian Heritage," one of the most significant program series ever developed. Conceived by the National Association of Educational Broadcasters, the series was made possible by a grant of \$300,000 from the Fund for Adult Education of the Ford Foundation. The series stars Mr. Claude Rains as Jefferson. The episodes are based upon research and advice of Professor Dumas Malone of Columbia University. Special music is composed and conducted by Vladimir Selinsky.

The Jeffersonian Heritage seeks to explore the ideas written and exemplified by Thomas Jefferson as they are found in the Declaration of Independence and other sources. The programs will seek "to translate through dramatic action, the spirit which should animate men and the general principles which should guide them. They will make real and vibrant the principle features of our American Heritage as passed down to us by Jefferson."

The programs began on September 14 and are heard each Sunday at 2:00 p.m. The subjects for the October programs include: Light and Liberty; The Return of the Patriot; The Danger of Freedom; and The Ground of Justice.



Vol. 19 October, 1952 No. 1

STATE JOURNAL, Lansing, Michigan, September 7, 1952

# Adult Education Notes

**EXCHANGE**

International exchange and education continues to grow. Approximately 30,000 foreign students, 1,000 education trainees and leaders were in the United States last year. Around 5,000 United States teachers and 8,000 United States students worked or studied in foreign countries.

**EVENING SCHOOL**

The Lansing public evening school will open its fall term Oct. 6 with enrollment on the evenings of Sept. 29, Oct. 1, 2 and 3. Any person over 16 years of age may enroll for evening school courses upon payment of the annual \$2 fee. Enrollment will take place at Technical auditorium, 419 N. Capitol ave. The schedule of classes and course descriptions are available at the adult education center, 419 N. Capitol ave., and at the circulation desk of the Lansing public library.

**FORD**

Year of self-designed study is ahead for 400 high school teachers, each from a different school system, who this fall will be awarded fellowships equivalent to their salaries by the Ford Foundation's Fund for the Advancement of Education.

Teachers chosen will owe their selection partially to how well they plan self-improvement activities, partially to good fortune. While a local school committee will select the fellowship winner after perusal of teacher's plans, the fund itself picked the 400 school systems that will participate.

Like other Ford projects this one is aimed at broadening teachers' vision and improving teaching ability through liberal education. Purpose is worthy: "To give teachers opportunity to reassess their

specialized fields and to see more clearly their specific assignments in relation to other fields of knowledge."

**G. I. BILL**

Greater skill in choosing training will be needed by veterans under the new G. I. bill which goes into effect on the 20th of this month. Under the new law, the veteran may change his course only once.

**JEFFERSON**

Radio study of the life of Jefferson is to be presented this fall over the "tape network" of the National Association of Educational Broadcasters. Jefferson will be portrayed by Claude Rains. Production of the 13-program series was financed by the Ford Foundation's Fund for Adult Education.

**ANTIQUES**

Glenn Darling will teach two courses in the Lansing public evening school on "Living With Antiques" for the fall term which begins Oct. 6. The beginning section will meet on Wednesdays at Technical and the advanced section on Thursdays at the same place.

**MUSIC**

The new instructor for "Music Appreciation" in the evening school is Henry Nelson. Mr. Nelson is director of music at Bath high school.

**GUIDANCE**

A new course entitled "Guidance for You," will be offered by the

evening school this fall. The course will enable men and women to take occupational and personality tests together with personal counsel for test interpretation. Instructors are Bernard Ansley and Richard Adams. Because of the test materials required, a special \$5 fee will be charged. The group will meet on Tuesdays and Thursdays at Technical.

**INSTRUCTORS**

Individuals interested in teaching positions in the Lansing public evening school should file applications at the adult education center, 419 N. Capitol ave. Teachers are needed in the following subjects: beginning Spanish, advanced Spanish, English and citizenship for new Americans and art metalcraft.

**GEORGE JENNINGS**

Director of Radio and Television

**THE JEFFERSONIAN**

A DISTINGUISHED SERIES

For Classroom

in

UPPER ELEMENTARY GRADES, HI

\*

Presenting MR. CLAUDE RAINS

\* \*

Consultant: Dr. Dumas Malone, Department  
Scripts: Morton Wishengrad  
Music: Vladimir Selinsky,

\* \* \*

PRODUCED FOR THE NATIONAL ASSOCIATION  
and Released in

STATION WBE

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**THE JEFFERSONIAN**

JEFFERSON'S V

**POLITICS - PHILOSOPHY - EDUCATION**

and

OTHER ISSUES and REALITIES THAT JEFFERSON

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TUESDAYS

WBEZ 10:45 - 11:15 A.M. and

\*

TAPE-RECORD THESE PROGRAMS FOR

\*

**FIRST SEMESTER**

THE RADIO COUNCIL - WBEZ (FM-91.5 MC)

**THE JEFFERSONIAN****DAILY NEWS,**

THURSDAY, SEPTEMBER 28, 1952

**Radio Features**

12:00 Noon - WNBC, Hollywood, U.S.A.; Conrad Nagel, Betty Hutton, Gene Kelly (Premiere).  
1:00 P. M. - WNBC, Youth Wants to Know; Sen. John Sparkman.  
1:00 P. M. - WNYC, "The Jeffersonian Heritage"; Claude Rains.  
1:30 P. M. - WNBC, "Yom Kippur;" Rabbi Henry E. Kagan.  
1:55 P. M. - WINS, Yankees-Athletics.  
2:00 P. M. - WNBC, The Catholic Hour.  
2:00 P. M. - WJZ, Seventh-Day Adventist Conference.  
2:00 P. M. - WMGM, Dodgers-Braves Baseball.  
2:25 P. M. - WMUA, Giants-Phillies Baseball.  
3:25 P. M. - WMGM, N. Y. Giants-Texans Football.  
4:30 P. M. - WCBS, Pick the Winner; Sen. John Sparkman.  
5:30 P. M. - WJZ, The Greatest Story Ever Told.  
7:00 P. M. - WCBS, Jack Benny Show.  
7:30 P. M. - WCBS, Amos 'n' Andy. (Premiere)  
8:00 P. M. - WJZ, American Music Hall.  
8:30 P. M. - WNBC, Theatre Guild of the Air; Eddie Bracken, Wanda Hendrix in "Elmer the Great."  
8:30 P. M. - WOR, The Voice of Prophecy. (Premiere).  
9:00 P. M. - WCBS, Playhouse; Fred MacMurray in "Nebraska Coast."  
9:00 P. M. - WOR, Opera Concert.  
9:30 P. M. - WCBS, Dragnet.  
10:00 P. M. - WNBC, Meet the Press; Sen. George Malone.  
10:30 P. M. - WNBC, American Forum; "Who Is a Captive of Whom?" Sen. H. H. Humphrey, Clare Boothe Luce.

**Terre Haute, Indiana****TRIBUNE**

Saturday, August 2, 1952

**JEFFERSON ON THE AIR.**

The public will soon hear a series of radio programs which will consider the life, times, principles of philosophy and politics of Thomas Jefferson. The programs will be sponsored by the National Association of Educational Broadcasters. Funds for the broadcasts will be provided by the Fund for Adult Education established by the Ford Foundation.

Jefferson's philosophy will be considered in the light of its meaning today. Dramatizations of important episodes in the life of Jefferson will be presented with professional actors in key roles in an attempt to entertain as well as educate those who hear the programs.

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These programs about Jefferson will doubtless be awaited with great interest. In presenting them radio shows signs that it is coming of age.

**RADIO-DAILY, N.Y.**  
**Educational Series Will Start Sept. 14**

Beginning September 14, the National Association of Educational Broadcasters will present a thirteen-week series designed to explore the principles of Thomas Jefferson. Program will be entitled "The Jeffersonian Heritage," it was announced yesterday by Seymour N. Siegel, president of the NAEB. Commenting on the series, Siegel said the purpose would be to inform, entertain and educate. He said the program would not be biographical, but would seek to re-create Jefferson as a living voice, his ideals as living ideals and his principles as enduring qualities that should guide men of the present day.

The presentations on "The Jeffersonian Heritage," together with other series of programs to follow, have been made possible under a \$300,000 grant from the Fund of Adult Education, established by the Ford Foundation.

The series will be made available to commercial station operators on a sustaining basis, and it is expected that at least one series of those to be produced will be broadcast over a national net. In addition to the first announced series, others are "The Ways of Mankind," "People Talk Back," "Under Communism," and "The People Talk Back."

**WGBH (89.7 mc)**

and other Boston Stations

**Announcing**

THE JEFFERSONIAN HERI

A creative series of radio programs dealing with the principles and ideas of THOMAS JEFFERSON throughout the course of American history.

Based on the research, writings and a study of the life of THOMAS JEFFERSON by DUMAS MALONE, Professor of History at Columbia University

**With**

CLAUDE RAINS

as

THOMAS JEFFERSON

To be broadcast jointly by STATIONS WGBH AND W

Sundays at 5:00 p.m., beginning September 14, 1952  
Wednesdays at 7:00 p.m., beginning September 18, 1952

Presented by the National Association of Educational Broadcasters under a grant from the Fund of Adult Education, established by the Ford Foundation

FOR TEACHERS! USE

HEROLD C. HUNT  
General Superintendent of Schools

A N H E R I T A G E

OF RADIO PROGRAMS

on Use

SCH SCHOOLS and COLLEGES

as THOMAS JEFFERSON

\*  
at of History, Columbia University  
ad and Milton Geiger  
Composer and Conductor

\* \*  
ON OF EDUCATIONAL BROADCASTERS  
Chicago by

Z - FM 91.5 MC

HERITAGE

LEWS ON

N - LIBERTY - REVOLUTION

LED MADE OUR NATION GREAT

\*

A Y S

2:30 - 3:00 P.M. WBEZ

FUTURE AND REPEATED USE

\*

1952 - 1953

CHICAGO PUBLIC SCHOOLS

HERITAGE

NEWS  
NEWARK, N.J.  
September 20, 1952

**The Once-Over**

A fellow of means is a guy who not only can afford an auto, but the insurance as well. The National Association of Educational Broadcasters rates a bow for "The Jeffersonian Heritage". Colored tires for autos are reported a coming novelty and we can't wait for a set of polka dots on front with some scotch plaids on the rear. Moscow has assured Red China of its undying friendship and if that doesn't scare it to death, nothing can.

More beer was sold in America in July than at any other period since repeal, it is announced... (Not in the demitasse glasses used where we do our guzzling)... "When You Need Money Ask Here" was a sign in the window of a Bronx bank held up by robbers this week... Some people will always take a suggestion too seriously.

H. I. PHILLIPS

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Educational  
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**BOARD OF EDUCATION OF THE CITY OF NEW YORK  
OFFICE OF THE SUPERINTENDENT OF SCHOOLS**

**GENERAL CIRCULAR NO. 4, 1952-1953**

It would help the Bureau of Community Education considerably if you would impress on the applicant, that it requires about 10 days from the receipt of an application, before it can be issued.

**Item 6. Additions to the WNYE Schedule**

Starting on Monday, October 6, and every Monday, Wednesday, and Friday thereafter, at twelve noon, WNYE - the FM station for the schools - will carry a series of half-hour programs entitled **THE JEFFERSONIAN HERITAGE**, starring Claude Rains as Jefferson. The programs in this outstanding series are based on the research, writings, and advice of Professor Dumas Malone of the Department of History of Columbia University. The series is made available to the schools through the National Association of Educational Broadcasters. Since the material will be of special interest to the high schools, principals and chairmen may find it valuable to tape some or all of the programs for future listening in individual classes. WNYE is at 91.5 megacycles on the FM dial.

**Item 7. Education for Citizenship**

A bulletin entitled, "Education for Citizenship" is currently being distributed. It was prepared by the Commissioners of Education of the Northeastern States in April, 1952 and its publication and free distribution was financed by the Edward A. Filene Good Will Fund.

a distinguished series of  
radio programs designed with respect —  
**FOR ALL AMERICANS**

**"the Jeffersonian  
Heritage"**

**THIRTEEN HALF-HOUR RADIO DRAMAS**

"The principles of Jefferson are the definitions and axioms of free society... All honor to Jefferson—to the man who... had the coolness, forecast, and capacity to introduce into a mere revolutionary document an abstract truth, applicable to all men and all times."

— Abraham Lincoln  
April 6, 1859



starring  
MR. CLAUDE RAINS  
and a distinguished cast

presented by

**THE NATIONAL ASSOCIATION OF  
EDUCATIONAL BROADCASTERS**

"The Jeffersonian Heritage" is based on the research, and advice of Professor Dumas Malone of the Department of History of Columbia University; written by Morton Wishengrad, Milton Geiger and Joseph Mindel with music composed and conducted by Vladimir Selinsky; produced and directed by Frank Papp.

... live with Jefferson and his great contemporaries... learn how aroused Americans secured for themselves, and for all Americans to follow, the right to life, liberty and the pursuit of happiness...

... the poignant events are included... the trials, decisions, hardships, the many despairs, and the ultimate triumphs... fully authenticated... brilliantly written... dramatically presented... vividly portrayed...

For radio programs of high quality, integrity, information, education and entertainment, tune to member stations of the National Association of Educational Broadcasters.

The National Association of Educational Broadcasters, is composed of universities, colleges, school systems and public service agencies which are engaged in non-commercial educational broadcasting through their own institutionally-owned AM, FM, or Television stations, or through the facilities of commercial stations.

A partial list of the more than 100 stations which have already scheduled "The Jeffersonian Heritage"

Station	Day	Time	Starting Date
WNYC, New York, N.Y.	Sun.	1:00 p.m.	Sept. 14
WHA, Madison, Wis.	Sun.	3:00 p.m.	Sept. 14
WDUQ, Pittsburgh, Pa.	Sun.	8:00 p.m.	Sept. 14
WAER, Syracuse, N.Y.	Sun.	8:00 p.m.	Sept. 14
WILL, Urbana, Ill.	Sun.	3:00 p.m.	Sept. 14
WKAR, East Lansing, Mich.	Sun.	2:00 p.m.	Sept. 14
WOSU, Columbus, Ohio	Sun.	6:00 p.m.	Sept. 14
WIPR, San Juan, Puerto Rico	Sun.	8:00 p.m.	Sept. 14
WUOA, University, Ala.	Sun.	8:00 p.m.	Sept. 14
KANU, Lawrence, Kansas	Sun.	7:00 p.m.	Sept. 14
WSOU, South Orange, N.J.	Sun.	7:30 p.m.	Sept. 14
KUSC, Los Angeles, Cal.	Sun.	7:00 p.m.	Sept. 14
WGBH, Boston, Mass.	Sun.	5:00 p.m.	Sept. 14
WBUR, Boston, Mass.	Sun.	5:00 p.m.	Sept. 14
WBAA, Lafayette, Ind.	Mon.	2:30 p.m.	Sept. 15
WFIU, Bloomington, Ind.	Mon.	7:30 p.m.	Sept. 15
WOI, Ames, Iowa	Mon.	1:00 p.m.	Sept. 15
WMCN, Kalamazoo, Mich.	Mon.	7:30 p.m.	Sept. 15
KANW, Albuquerque, N.M.	Mon.	12:00 noon	Sept. 22
KBPS, Portland, Ore.	Mon.	8:00 p.m.	Sept. 29
KWSC, Pullman, Wash.	Tues.	7:30 p.m.	Sept. 16
WNAD, Norman, Okla.	Tues.	4:45 p.m.	Sept. 16
WBKY, Lexington, Ky.	Tues.	7:30 p.m.	Sept. 16
KUOM, Minneapolis, Minn.	Tues.	1:30 p.m.	Sept. 16
KUSD, Vermillion, S.D.	Tues.	10:30 a.m.	Sept. 16
KOAC, Corvallis, Ore.	Wed.	6:30 p.m.	Sept. 17
KCVN, Stockton, Cal.	Wed.	7:30 p.m.	Sept. 17
WDTR, Detroit, Mich.	Wed.	9:45 a.m.	Sept. 17
WSUI, Iowa City, Iowa	Wed.	11:30 a.m.	Sept. 17
WFUV, New York, N.Y.	Thurs.	11:00 a.m.	Sept. 25
KSLH, St. Louis, Mo.	Thurs.	2:30 p.m.	Oct. 2
KUOW, Seattle, Wash.	Thurs.	8:00 p.m.	Oct. 9
WFPL, Louisville, Ky.			Week of Sept. 14
WUOT, Nashville, Tenn.			Week of Sept. 28
WNUR, Evanston, Ill.			Week of Oct. 12
WUNC, Chapel Hill, N.C.			After Nov. 15
WDET, Detroit, Mich.	Sat.	7:30 p.m.	Sept. 20
WATC, Indianapolis, Ind.	Sun.	11:00 a.m.	Oct. 5

# RADIO TELEVISION DAILY

NEW YORK, WEDNESDAY, SEPTEMBER 10, 1952

A distinguished series of  
radio programs designed with respect —

FOR ALL AMERICANS



## "the Jeffersonian Heritage"

*When in the Course of Human Events it becomes necessary*

thirteen half-hour  
radio dramas  
starring  
**MR. CLAUDE RAINS**

OTHER OUTSTANDING SERIES OF PROGRAMS TO FOLLOW ARE:

- "People Under Communism"
- "The Ways of Mankind"
- "The People Talk Back"
- "Voices of Europe"

Send check or write for further information.

NATIONAL ASSOCIATION OF  
EDUCATIONAL BROADCASTERS  
MR. FRANK SCHOOLEY, Treasurer, Dept. RD  
University of Illinois  
Urbana, Ill.

Because these presentations are made possible  
under a grant from the Fund for Adult  
Education, established by the Ford Foundation...

The Jeffersonian Heritage® programs  
are now available to commercial radio  
stations on a sustaining basis for  
just the cost of the pressings, \$25.00.

"MORNING GLOBE"

Boston, Mass.

September 17, 1952

### "Jefferson Heritage" New FM Series

Boston's two educational FM stations, WBUR and WGBH, will highlight their Fall programming with an important series of broadcasts dealing with life and times of Thomas Jefferson. The series, title "Jeffersonian Heritage," began Sunday and will be rebroadcast tonight at 7 o'clock.

Claude Rains plays the title role in the dramatic narratives, made possible under a grant from the Fund for Adult Education established by the Ford Foundation and produced by the National Association of Educational Broadcasters.

The introductory program, written by Morton Wishengrad entitled "The Living Declaration," based on the Jeffersonian quotation "The earth belongs to the living declaration."

"NEWS"

Lynchburg, Virginia

August 4, 1952

### The Jefferson Series

The National Association of Educational Broadcasters has just announced that the Ford Foundation has made a grant of \$10,000 for what is called an "experimental" adult education. The program to be offered will consist of a study of Thomas Jefferson extending over a period of thirteen weeks. The emphasis apparently is to be laid on the political and social philosophy of Jefferson, rather than upon biographical. Enough will be given, however, to help the listener reconstruct the atmosphere of Jefferson's times.

The source of the broadcasts will be WYNC, the radio station of New York City. Director Siegel, of that studio, has some of the titles giving an idea of the character of the programs. There will be one on Our Jefferson Heritage, others on The Nature of Man, International Understanding, and Public Affairs. The grants from the Ford Foundation will enable these programs to be given without commercial interruptions, which is helpful. They will not be confined to the United States. Will be available to the United Nations Radio, the British Broadcasting Corporation, the All-India Radio, the Canadian Broadcasting Corporation, and the Voice of America. It is now clear that American ideas will stand world-wide attention. Jefferson, the only philosopher ever to be our President, can hold his own with great thinkers of the world. We may hope that his ideas will be presented so clearly in their true significance and not harangued patronizingly to an "ignorant world."

One interesting point is mentioned in the preliminary announcement. Jefferson, it is well known, said that periodical revolutions were good for a country, a true statement of a progressive mind. This statement has been used by Communists to bolster their efforts at overthrowing governments, by violence if necessary. The program as outlined promises to contrast the Jeffersonian conception of revolution with that of Marxist Communism. It is a subject on which many of us would like to be enlightened.

While the Jefferson Series will be available as purely educational broadcasts, the plan seems also to include their extension to the commercial systems that want to have them. In making this educational venture possible, the Ford Foundation is living up to its reputation of vital experimentation.

August 2, 1952

**\$300,000**

# NEAB Grant To Go for Radio Series

NEW YORK, July 26. — The \$300,000 grant to the National Association of Educational Broadcasters from the Ford Foundation is being extended for the production of five sets of radio program series for broadcast over the NEAB tape network of 127 stations. Several shows have been completed. One, "The Jeffersonian Heritage," will make its radio bow here over WNYC September 14.

The project is being handled by a special adult education committee of NAEB. Members of the group are George Probst of the University of Chicago, Parker Wheatley of Lowell Institute Cooperative Broadcasting Council, Richard B. Hull of Iowa State College, Harold McCarty of the University of Wisconsin and Seymour N. Seigel, president of NAEB and director of New York City's Municipal Broadcasting System.

The first program in the "Heritage" series stars Claude Rains as Thomas Jefferson. The script is by Morton Wishengrad and Milton Geiger, with music by Vladimir Selinsky, who conducted a 65-piece orchestra and a 16-voice choral group. Frank Papp directed the show.

Programs in the various series will be half-hour or full-hour shows depending upon the subject being dramatized.

#### 4 Categories

The four main series categories are "The American Heritage," "The Nature of Man," "International Understanding" and "Public Affairs."

A fifth series is scheduled to be produced as a joint enterprise of the NAEB, the British Broadcasting Corporation and Canadian Broadcasting Corporation. All programs will be available to NAEB, CBC, BBC, United Nations Radio, Voice of America, Australian Broadcasting Company and All-India Radio.

September 14, 1952

## Radio Advertising Rate Cut Will Lower Caliber of Shows

By SAUL CARSON

AMERICAN people suckers, the one looks into in this country. CBS advertising rates in radio, put slashes in the air means that going to suffer; in their homes is that's worth more and the U. S. are reception. People in China's most important the broadcast come up with the truly star-866,120 homes have radios— at's 98 per cent the U. S. The vision is scarce-uration" of 99% there is only that happens times, the only on the air—radio owner—of its homes and medium's

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lamed by the it comes to oys, and those twork stations ou that they fford to spend no. "TV takes

It's not the advertising that one minds—when it is not slapped on with a trowel; it is advertising minus anything else that irks. The radio industry, in spite of the public investment in the medium, is stressing the minus. And the real fault is ours for tolerating the situation.

# The New York Times

REG. U. S. PAT. OFF.

"All the News That's Fit to Print"

ADOLPH S. OCHS, Publisher 1896-1935

Published Every Day in the Year by  
THE NEW YORK TIMES COMPANYARTHUR HAYS SULZBERGER  
President and PublisherJULIUS OCHS ADLER  
Vice President and General ManagerGODFREY N. NELSON  
Secretary

SUNDAY, AUGUST 8, 1952.

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CHICAGO.....News, 435 N. Michigan; Bus., 332 N. Michigan  
Des Moines.....c/o Register & Tribune  
SAN FRANCISCO.....News, Chronicle Bldg.; Bus., Russ Bldg.  
LOS ANGELES.....News, Times Bldg., Bus., 612 S. Flower St.  
CHATTANOOGA.....Adolph Building, W. C. 2  
LONDON.....28 Goughs Inn Ave. Mexico City. Bucareli 8  
OTTAWA.....28 Goughs Inn Ave. Mexico City. Bucareli 8  
PARIS.....37 Rue Caumartin. Rome. Via Della Mercede 54  
MADRID.....19 Castellon de la Plana  
DUBLIN.....14 Blackheath Pk., Clontarf  
STOCKHOLM.....Grand Hotel. BUENOS AIRES. San Martin 344  
RIO DE JANEIRO.....Avenida Presidente Roosevelt 194  
HAVANA.....Refugio 106, Altos  
PANAMA-CANAL ZONE.....99 Central Ave., Panama. R. P.  
BERLIN.....2 Argentinasche Allee, Zehendorf  
BONN.....19 Bahnhofstrasse, Bad Godesberg  
ATHENS.....15 Odos Karneadou. VIENNA.....(1) Loewelsbach 8  
GENEVA.....Villa L'Archeche, Versoix  
SANTIAGO, Chile. Bandera 75. NEW DELHI, Hotel Imperial  
TEL AVIV, Public Information Bldg.; 103 Hayarkon St.  
TOKYO.....Asahi Building. MELBOURNE.....56 Walsh St.  
HONG KONG.....108 Windsor House

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POSSESSIONS AND TERRITORIES

Edition.....1 Yr. 6 Mos. 3 Mos.

Daily and Sunday.....\$24.50 \$12.50 \$6.50

Weekdays.....12.00 6.00 3.00

Sunday.....13.75 7.15 3.00

One week, 95c. One week, 50c.

substantial middle class. Weakness of this sort is a constant invitation to subversion from within and conquest from without.

This is a time, accordingly, when our deep and friendly concern may well be expressed. It is a time at which our aid should be given, whenever that is allowed, and when our motives in giving it should be made explicit. In some instances, such as the anti-American outburst in Iran, we shall have to be discerning and patient. In other cases we shall need and wish to give strong support to those who are trying to meet a difficult task with inadequate equipment for it.

## THE DROUGHT

Drought is not a condition we usually associate with the Eastern seaboard. The rivers of Maine, the Connecticut River, the Potomac, the Tennessee and southern rivers emptying into the Atlantic and the Gulf of Mexico are more likely to trouble us with floods than to sink into the parched sands. The Connecticut receives an average rainfall of between thirty-nine and forty-three inches. The Tennessee takes in an average fall of fifty-one inches at Chattanooga. Other rivers along the Eastern seaboard reflect in proportion a generally humid climate. Of course, what might be considered normal rainfall in many areas west of the Mississippi creates drought conditions in the East.

At any rate, something like disaster threatens at this moment in Maine, parts of Massachusetts, Kentucky, Tennessee, South Carolina, Georgia, Alabama, Mississippi and parts of Missouri and Arkansas. This is the sober estimate of the Department of Agriculture in making farmers of those states eligible

## OUR JEFFERSON HERITAGE

A \$300,000 grant from an agency of the Ford Foundation has enabled the National Association of Educational Broadcasters to do some pathfinding in the radio field by producing and planning to produce four broadcast series of historical and contemporary significance. The first of these, "Our Jeffersonian Heritage," soon will be heard by the public. Series to follow will have the topics: "The Nature of Man," "International Understanding," and "Public Affairs."

The sets of broadcasts, which are to be tape recorded, mark a serious venture of radio into the field of adult education. Their sponsors assure us that the broadcasts will "inform and entertain, as well as educate." The study of Thomas Jefferson will deal with his life, times, principles and philosophy, but stress on biography has been avoided. An effort will be made to show how Jefferson's principles have guided generations of statesmen who followed him.

So far broadcasting organizations in Canada, Australia and other countries have shown an interest in putting the "Jefferson Heritage" series and later series on the air. Stations linked with the N. A. E. B. are all non-commercial, but some commercial stations are expected to join in the presentation. The significance of the forthcoming series, however, lies not in the size of the organizations that will broadcast them but in the fact that adult education material of this type, keyed to the needs of radio, is to have a reasonably broad presentation to the public.

## SECOND PHILIPPINE FRONT

In the midst of its campaign to put the Communists in power, the Communist Hukbalahap

folk say that to chill a will it. Some serve milk or cream; but even connoisseurs, is less than berry, they insist, at nothing more than palate, though on occasion profit be folded into a

Until about a hundred blackberry was strictly blackberry. Since then various have been cultured, but it remains individualist. And this, fortunately, am clumps and whole hill size and flavor, blackberry. Like its cousin it asks only a roothole of sun and rain; thus it thrives and sweetens the world.

The enduring destiny of blackberry, of course, is in that is not only an quite apart from now the glory of the berry itself, and the glory of the berry lishment beyond a whisky, and a picker who blackberry ripens to

**Topics of TI**  
The Democratic party from man, suggesting the camp history of party is no strictly non-partisan. The Democrats, the granting their claim party that Jefferson fo part of the history of

## "COURIER EXPRESS"

Buffalo, N.Y.

September 14, 1952

## Radio-TV Comment

# The Shadow Cele 20th Year on Air

The Shadow, heard on the Mutual Network celebrate its 20th anniversary this afternoon at case of the Black Witch of Hightower. The Shadow, the suspense-type programs, was first presented over Mutual in September, 1932. Since then, that sinister phrase, "The Shadow Knows," has become a part of the American idiom.

The Shadow consistently has been one of the five most-listened-to features Sunday afternoons, joining Mutual's noted bloc of mystery programs in 1937.

Actor Bret Morrison has taken the part of Lamont Cranston, The Shadow, since 1943. But the character has also been portrayed by such personalities as Orson Welles, John Carradine, Bill Johnstone and James Meighan.

Producer Charles Vincent credits the show's popularity to three basic dramatic ingredients: Each story is chosen for its suspense value; the top performers must fit the parts, and good staging—sound effects and music to keep the story paced and moving—are utilized to the utmost. Gertrude Warner plays Margot Late, The Shadow's friend and assistant.

**EDUCATIONAL RADIO** stations of America begin a 13-week series of programs on the Jeffersonian Heritage today—a series which, though not heard in Buffalo, will bear watching. It is one of four made possible by a \$300,000 grant from the Ford Foundation to the National Association of Educational Broadcasters. Its purpose is to do some pathfinding in the radio field by producing programs of historical and contemporary significance. The other three series will be titled, "The Nature of Man," "International Understanding," and "Public Affairs."

The series, tape-recorded, represents a serious venture into the field of adult education. The broadcasts are expected to inform and entertain as well as educate. The significance, says the New York Times, lies not in the size of the organizations that will broadcast, but in the fact that adult education material of this kind, keyed to the needs of radio, is to have a reasonably broad presentation to the public.



o'clock. gram wil orchestra Club 15, Friday at will not cause of to the air Livingsto and Don son on monthly His radi shows.

**THE WGR** th for their Quizmast the first shows fi biles in ' Radio's are return small s ducted back thi and the chorus 1 turns to

"COMPASS", New York September 21, 1952



## TV OR NOT TV

### WNYC's 'Jeffersonian Heritage' Fruitful Half-Hour Listening

By SAUL CARSON

**THE PROGRAM** opened with Tom Glazer, to the accompaniment of his eloquent guitar, singing "The earth belongs always to the living generation." In a moment we learned that the words were Thomas Jefferson's. From his grave, the author of the Declaration of Independence spoke to us. He had returned to tell us of himself and of his work. He had come back to converse with us, to see whether we have kept the faith, to remind us that he had expected a good deal of a future that must carry on his business, the business of promoting rebellion, a business that requires courage and devotion and the realistic recognition of the fact that sometimes it is "better to light a candle" than spend one's energy in the frustration of cursing the darkness.

The National Association of Educational Broadcasters has lighted that candle with a 13-week program entitled "The Jeffersonian Heritage." It is on the air in New York Sundays at 1 p.m., over WNYC. My thumb-nail summary of last Sunday's opening of "The Jeffersonian Heritage" can relay no more than a hint of the program's flavor. The full savor can come only from listening.

**FOR A QUARTER** of a century, the educational broadcasters have been going around with mortarboard in hand, begging state legislatures, regents, university trustees and private philanthropies for dollars—and sometimes getting dimes to prove that radio could be used to advance understanding.

Within pitifully small limitations, the educational broadcasters have done a good job. Particularly forceful programming has come from radio stations centered around the Universities of Minnesota, Wisconsin, Illinois and Ohio State University.

But always there has been the burden of budget. There was never enough money to do shows that might combine meaning with the very best of professional skill. The writers, directors, actors and musicians needed for the really finished job of high-grade radio could not afford to work on the peanut-butter diet which was the best offered on any campus.

A year and a half ago, the Ford Foundation's Fund for Adult Education gave the NAEB \$300,000 for

radio program production. In time, four programs were planned. "The Jeffersonian Heritage" is the first of the quartet to be ready for airing. We in New York are fortunate that WNYC is first in the country to broadcast the series. That is due only to the fact that WNYC's chief, Seymour N. Siegel, is president of the NAEB; one of its most energetic mountain movers, a man who knows how and when to force a project out of the conference room and on to the fruition that comes from the actual broadcast.

**TECHNICALLY**, "The Jeffersonian Heritage" is on a level with the very best of network programming. Morton Wishengrad (who wrote the opening show heard last Sunday) and Milton Geiger did the scripts, basing them on the scholarship of Dr. Dumas Malone. Frank Papp, who was for years one of the best directors at NBC-Radio (he is the man who directed "Eternal Light" during that excellent program's first few years) is at the controls of "The Jeffersonian Heritage."

Tom Glazer, used on the program to add zest through his balladeering, needs no introduction to readers of this department. Claude Rains stars as Jefferson and gives his work a proper feeling of humility. The device of a man speaking from his grave could have been fatally corny in hands less skilled than Papp's or Rains'. Here, the gimmick is unobtrusive. The trick goes over because it is done by experts in the art of simulating reality before a microphone.

There is a good deal more to say about this specific program, about the NAEB's other projects, in general about the manner in which some of the Ford Foundation's stacks of money is being used by its Fund for Adult Education and its Radio-TV Workshop. These matters will have to wait. Meanwhile, one must call attention to "The Jeffersonian Heritage" and to the fact that already it is scheduled by more than 100 stations around the country.

Readers outside New York who are interested in hearing "The Jeffersonian Heritage" may get information about local scheduling by writing to the NAEB Tape Network, University of Illinois, Urbana, Ill. And if there is enough interest, I may relay the schedules—as soon as they are completed.

"VARIETY", New York September 17, 1952

**THE JEFFERSON HERITAGE**  
(The Living Declaration)  
With Claude Rains, Arnold Moss,  
Phil Coolidge, Alexander Scouray,  
Guy Spauld, Edith Gresham;  
Tom Glazer, singer; Alan J.  
Feinstein, announcer  
Producer-director: Frank Papp  
Writer: Morton Wishengrad  
30 Mins., Sun., 1 p.m.

Sustaining  
WNYC, N.Y.

Radio's evaluation of Thomas Jefferson's contributions to the free world — the highly-touted series produced by the National Assn. of Educational Broadcasters under a Ford Foundation grant got away to an impressive start Sunday (14), to suggest that this series will have steady, and sharpened impact.

A little pretentious and self-conscious in its scripting and self-consciously start, the premiere program got into proper dramatic focus very soon, however, by virtue of its subject matter and Claude Rains' fine performance as Jefferson. The meat and sincerity in this program, the easy though serious way in which it was presented, as well as the sterling quality of the acting performances, type this as a highly important series. It should be "must" listening for adults as well as all schoolrooms.

Rains enacted the role of narrator-actor Jefferson with quiet eloquence and dramatic skill. In his arguments against slavery, for a clean break with Britain, against religious zealots enforcing their dogmas on others, he was superb. Arnold Moss, Phil Coolidge and Edith Gresham led a fine supporting cast as various troubled fellow-Americans.

The dramatic scenes were broken up by guitarist-ballad singer Tom Glazer, using Jefferson material as quasi-folksongs. This was a mistake, the interludes sounding forced.

"STAR" Montreal, Canada August 2, 1952

## The American Scene

### Jefferson Broadcasts, Antidote to Cynicism

By Ranald Savery

NEW YORK.

THE National Association of Educational Broadcasters displayed excellent timing, we think, in announcing a forthcoming series of radio programs immediately after the windup of the political nominating conventions in Chicago. First in the series of recorded broadcasts, to be released soon over a number of stations across the country, will be a thirteen-week serial study of "the life, times, principles and philosophy" of Thomas Jefferson, third President of the United States, signer of the Declaration of Independence, and a major architect of the Constitution.

There is no denying that a certain sense of disillusion has descended on the people of this country as a result of the proceedings of the Republican and Democratic conventions. Never before has the average citizen been able to sit in so closely on what goes on at these conclaves. His front row seat was a gift of television.

What is more, the constant presence of the cameras put newspaper and radio reporters on their mettle. Aware of the competing medium, representatives of the older means of communication outdid themselves in relaying blow-by-blow descriptions of proceedings and behind-the-scenes activities.

#### Today's Political Combat

What they saw, heard and reported was not entirely pretty or inspiring. Amidst the turmoil of mortal political combat, the knife-wielding, the merciless tactics of arena warfare, the voter was impelled to sit back for respite and ask himself, "What goes on here, anyway?" In endeavoring to find an answer to the question, he could not be blamed for falling into a cynical attitude regarding all politicians.

The series of Jefferson broadcasts, and the ones planned to follow, may well prove a healthy antidote to public cynicism. Jefferson was a politician. He was also a statesman. He was a man of ideals, but with enough practical realism to see that those ideals could be translated into positive action. With others of the founding fathers he built extremely well. They set a standard, and a goal of behavior and thought that few politicians or statesmen of this country have been able to equal.

Background of the radio series is a grant of \$300,000 from the Fund for Adult Education of the Ford Foundation. It will be used by the National Association of Educational Broadcasters to finance four broadcast series described as being of "historical and contemporary significance."

First of the series, "Our Jefferson Heritage," will be followed by others titled, "The Nature of Man," "International Understanding," and "Public Af-

#### High Ideals of the Past

The Jefferson series, according to Seymour N. Siegel, president of the National Association of Educational Broadcasters, and director of New York City's radio station, WNYC, has been formulated to avoid straight biography. It dramatizes the early President's philosophy and approach to the problem and responsibilities of a working political democracy. Stress will be laid on the lasting effect of Jefferson's principles on those who came after to continue the work started so well by him and his associates.

Introductory program of the series, with the well known actor, Claude Rains, portraying Jefferson, dramatizes the drawing up of the Declaration of Independence, attended as it was with conflict of opinion. The radio play brings out, Mr. Siegel states, the fact that the ideals of that document remain living realities despite the strains and stresses imposed by changing conditions and political controversy.

Another episode in the Jefferson series delineates the differences between the Jeffersonian concept of revolution and that propounded by Marxism or Communism.

#### Inspiring Programs

If the radio series turns out to be as wisely presented and as entertainingly produced as its advance notices promise, it should be an excellent source of inspiration and guidance for the voters preparing to judge the candidates and cast the ballots next November. It should give them a refreshing perspective on their political institutions, and the principles on which this country was founded. They may be able to assess the surface histrionics of political debate for what they are worth, and cut through to the basic qualifications of the present political parties and their respective standard bearers.

Indeed with Jefferson and his compatriots as examples, the voters, if sufficiently aroused, could insist that candidates really apply the measuring stick of the founding fathers to their own beliefs and behavior.

Perhaps this is too much to ask all at once. Sponsors of the new program acknowledge that the project is something of an experiment, although they are confident they will find an audience. Certainly there must be many potent radio listeners who would once more switch on their dials if they thought they could find something besides nasal-voice hillbilly vocalists, "cry" singers, gossipy commentators, and jingle commercia coming out of the loudspeaker.

And who knows, maybe some of the politicians might listen in, too. It could give them some ideas of profit to themselves and the country at large.

(Communications to the American Scene may be addressed to Ranald Savery, Montreal Staff Bureau, 220 East 42nd Street, New York 17 N.Y., Room 1310.)

"NEWS" Salem Ohio  
September 22, 1952

home sweet home Sweet Frawley and Vivien Vance do a swell job ... the Lucille Ball and Desi Arnaz video program. . . . A fellow of means is a guy who not only can afford an auto but the insurance as well. The National Association of Educational Broadcasters rates a bow for "The Jefferson Heritage." . . . Colored tires for autos are reported a coming novelty and we can't wait for a set of polka dots on front with some scotch plaids on the rear.

"NEW YORK TIMES" September 14, 1952  
LEADING EVENTS TODAY

11:35 A. M.-12 M.—Invitation to Learning: "Pilgrimage to El-Medinah and Mecca," by Burton; Walter Cohen, Bryson—WCBS.  
12 M.-12:30: The Asia Story: John M. Allison, Assistant Secretary of State, Guest—WCBS.  
12:30-1: The Eternal Light: "Here Am I"—WNBC.  
12:30-1:30—American-Jewish Caravan: Molly Picon, Guest; Others—WMGM.  
1:10-30—Drama: "The Jefferson Heritage," With Claude Rains—WNYC.  
1:35—Baseball: Yankees at Cleveland—WINS; 2-Dodgers-Reds, Ebbets Field—WMGM; 2:25-Giants-Cardinals, Polo Grounds—WMCA.  
2:30-4:30—Citizenship Day Ceremonies, Central Park: Mayor Impellitteri, Judge Sylvester Ryan; Others—WNYC.

4:40-5—The Quiz Kids, With Joe Kelly—WCBS.  
4:40-5—Pick the Winner: Senator Styles Bridges, Roger Putnam—WCBS.  
4:40-6:30—Football: Giants-Bears Exhibition, Chicago—WMGM.  
5:50-30—Star Playhouse: "The Reluctant Witness," Dennis O'Keefe—WNBC.  
7:7-30—Jack Benny—WCBS (Premiere).  
8:30-9:30—Theatre Guild: "The Wisteria Trees," With Helen Hayes and Joseph Cotten—WNBC (Premiere).  
8:30-9—Playhouse: "The Silver Cord," With Lucille Watson and Louise Horton—WCBS.  
9:30-10—Inner Sanctum: "Us Part," With Mason Adin Nixon, Guest—WNBC.  
10:10-30—Meet the Press: Nixon, Guest—WNBC.  
10:30-11—American Forum: Democrats and Republicans—Mike Karl Mundt—WNBC.

## NAEB MATCH Three S Ford Fo

NEW YORK, Sept. 13  
year the Fund for Adult  
tion, established by the  
Foundation, turned over a  
000 grant to the National A  
tion of Educational Broad  
for the purpose of pro  
radio programs of "his  
and contemporary signifi  
which will "inform and en  
as well as educate."

To date the NAEB has  
out three new series on tap  
der the Ford grant—"The  
of Mankind," "People  
Communism" and "The  
sonian Heritage." The last  
was launched Sunday (1  
member stations of the  
tape network. The show  
aired over WNYC in New Y  
1 p.m. The series will be  
made available to comm  
stations on a sustaining bas  
it is expected that at least  
the three series will be  
cast over a national netwo

#### Poor Predecessors

Heretofore, the best arg  
in favor of commercial rad  
been the fact that the a  
non-commercial educationa  
gram all too often was both  
rific and sophomoric, fu  
immature intellectual pre  
and seldom redeemed by  
honest vitality or originality

The educational broadc

#### Jeffersonian Herit (The Living Declara

RADIO—Reviewed at a  
pre-broadcast hearing at V  
New York. Produced by the  
National Association of Edu  
Broadcasters. Producer-di  
Frank Papp. Writers, M  
Wishengrad and Milton C  
Music, Vladimir Selinsky. I  
Malone, Department of H  
Columbia University. Cast: C  
Rains, others.

"The Jeffersonian Herita  
a 13-week half-hour series  
ing with the life, times, pri  
and philosophy of Thomas  
son. However, its purpose  
biographical, but rather to  
how Jeffersonian ideals  
guided generations of Am  
statesmen up to the presen  
In line with this aim, the  
program "The Living De  
tion," reviewed, spotlighte  
erson's part in writing  
Declaration of Independen

The entire series is ba  
the research, writing and  
of Professor Dumas Malone  
of Columbia University, che  
checked and rechecked  
line of dialog to be sure it

#### "THE JEFFERSONIAN HERITAGE"

Starring Mr. Claude Rains as Jefferson

(NAEB series for the mature listener)

SUNDAYS, 1:30 P.M.

Starting September 14, WUOM will carry the first in a series of half-hour programs to be heard throughout the English-speaking world. "The Jeffersonian Heritage" will be broadcast in the United States by member stations of the National Association of Educational Broadcasters, and will be released around the world by the Voice of America, U.N. Radio, the CBC, the BBC, the Australian Broadcasting Company, and All-India Radio.

Conceived by a special adult education committee of the NAEB, the series was made possible by a \$300,000 grant from the Ford Foundation's Fund for Adult Education. Advance publicity issued by the producers gives this description of the programs:

"THE JEFFERSONIAN HERITAGE will seek to explore the enduring ideas that are best summed up in our Declaration of Independence . . . and best exemplified and symbolized by Thomas Jefferson as an individual. Avoiding any emphasis on biography, the programs will seek to translate . . . through dramatic action . . . the spirit which should animate men and the general principles which should guide them.

"From the 'Living Declaration,' opening program of the first series, this radio venture will seek to make real and vibrant the principal features of the American Heritage as passed down from Thomas Jefferson through a national history richly endowed with his ideas."

The programs in this outstanding series are based on the research, writings and advice of Professor Dumas Malone of the Department of History of Columbia University. The scripts have been written by Morton Wishengrad and Milton Geiger and produced by Frank Papp. Special music is composed and conducted by Vladimir Selinsky.

SEPT. 14—"THE LIVING DECLARATION"

SEPT. 21—"THE DEMOCRAT AND THE COMMISSAR"

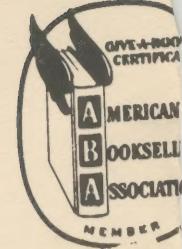
SEPT. 28—"DIVIDED WE STAND"

## RADIO DAILY—TELEVISION DAILY

### New Jefferson Series Will Premiere Sunday

Starring veteran actor Claude Rains, the long-heralded radio evaluation of the contributions of Thomas Jefferson to the free world, "The Jefferson Heritage" will premiere on WNYC, New York, this Sunday from 1 to 1:30 p.m. Based on research of Columbia Univer

sity's Dr. Dumas Malone, the 13-week series produced by the National Association of Educational Broadcasters under a Ford Foundation grant, will be launched simultaneously on 12 other stations of the NAEB network. Within the next two months, 30 other NAEB stations throughout the country will launch the series, stated Seymour Siegel, director of WNYC and president of NAEB.



**JEFFERSONIAN HERITAGE** -- Beginning September 14, the National Association of Educational Broadcasters is presenting on the educational radio stations of 13 radio programs on "The Jeffersonian Heritage" -- designed to ideas summed up in the Declaration of Independence and symbolized by person as an individual.

program series is based on the research, writings and advice of Professor of the Department of History, Columbia University, and stars Mr. Claude mas Jefferson. In New York City the program will be broadcast over WNYC at 1 p.m. In other vicinities check the local educational radio station time.

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Recently related to this broadcast news, but an encouraging note

## S CHALLENGE

# ries Top-Flight Under Foundation 300G Grant

By JUNE BUNDY

stock answer to this accusation has always been that the light of his programming know-how was obscured by the handicap of his next-to-nothing production budget. Consequently, Ford's \$300,000 grant to the NAEB amounted to a put-up-or-shut-up challenge to the radio educator.

Happily for all concerned, the first three series (reviewed here) represent a definite triumph for the ivy league set. All three shows are distinguished by top drawer production values, good taste and (perhaps most important of all) a solid sense of showmanship.

### Stakes Involved

Full-cognizant of the stakes involved, the NAEB committee spent months lining up man power and facilities for the first three shows. Scripting standards on "People Under Communism," for instance, were so high that eight top radio writers threw in their typewriters before the hour-long series received a final okay. Technical advisors put in months of research, fine-combing each script to assure complete authenticity.

The committee's painstaking efforts are clearly evidenced in the excellence of the final products. Admittedly some portions of the shows reflect a little too much care for the good of their

own pacing. However, now the initial pressure to "produce" is off, the committee will undoubtedly relax its perfectionist policy enough to safeguard future shows from the danger of seeming stuffy.

One thing's sure: If the rest of the programs measure up to the standards set by the first three, the NAEB will find it a lot easier to move into TV next year.

### Availability

All three series will be made available to the United Nations Radio, The Voice of America, the British Broadcasting Corporation, the Canadian Broadcasting Corporation, the Australian Broadcasting System, the New Zealand Broadcasting System and All-India Radio.

The grant was administered by Ralph Lowell, at the direction of the Adult Education Committee of NAEB, consisting of George Probst, director, University of Chicago Roundtable, chairman; Richard B. Hull, director of WOI-AM-FM-TV, Iowa State College; H. B. McCarty, director of WHA, Madison, Wis., and the Wisconsin State Network; Seymour N. Siegel, director of WNYC, New York; Parker Wheatley, general manager of WGBH, Boston. Program co-ordinator for series is William Harley of WHA, Madison, Wis.

the proper Jeffersonian flavor. Producer-director, Frank Papp, has showcased the professor's material in laudable fashion, with Vladimir Selinsky's majestic background music particularly impressive. However, major credit for the series' success belongs to actor Claude Rains.

### Rains' Job

In an attempt to imbue the program with a genuine feeling of history in the making, the script often subordinates dramatic action to Jefferson's philosophy. Consequently Rains delivers lengthy first-person narratives and completely dominates all of the dramatized segs. In most cases other cast members do little more than feed him lines.

This one-man script treatment was undoubtedly necessary to the spirit of the series, but the fact remains that under such an arrangement the basic quality of the series is 99 per cent dependent upon the stature of its leading performer. Fortunately, the NAEB realized this, and spent a sizable share of its Ford bankroll to snare the right man for the role—Claude Rains.

The legit-flicker star's flexible vocal range and quietly authoritative underplaying enables him to sustain audience interest thru-

out soliloquies which would totally defeat many an able actor. This gift for the masterful understatement was put to good use a couple of seasons ago when Rains garnered magnificent reviews in one of the longest stage roles ever written, the old guard Communist in "Darkness at Noon."

### Need Fulfilled

Without Rains or someone of like stature, "Jeffersonian Heritage" would be talky and uninspired. His importance to the series was emphasized earlier by the NAEB itself, when the committee postponed production on the show for two months until Rains could fit it into his schedule.

The first show in the series registered maximum audience impact, via Jefferson's vain attempt to have an anti-slavery clause written in the constitution and Rains' convincing explanation of Jefferson's tolerant religious views.

The series will endeavor to relate Jeffersonian history with current world affairs whenever possible. Titles of forthcoming programs include: "The Democrat and the Commissar," "Light and Liberty" and "What the Jeffersonian Heritage Means Today."

## WORLD TELEGRAM. September 20, 1952

### Sunday Radio Programs

P.M.

#### HIGHLIGHTS.

- 1:00—OR—Opera Festival: Verdi's "Don Carlo," M. Picchi.
- 1:00—NYC—Jefferson Heritage: "The Democrat and the Commissar."
- 1:25—MCA—Baseball: Giants-Phils; 1:55—MGM—Dodgers-Braves.
- 4:30—CBS—"Pick the Winner," Sens. H. Ferguson, H. Humphreys.
- 5:30—JZ—"The Greatest Story Ever Told," religious drama.
- 8:30—NBC—Theater Guild, "George Washington Slept Here."
- 9:00—CBS—Playhouse, "Forty Odd," Jane Wyman, L. Barrymore.
- 10:00—NBC—"Meet the Press," Gov. Herman Talmadge, guest.
- 10:30—NBC—"American Forum," Maurice Tobin, Fred Hartley.

# NEW YORK Herald Tribune

September 14, 1952

### Jefferson Series

"The Jefferson Heritage," a radio evaluation of the contribution of Thomas Jefferson to the free world, will premiere on WNYC today at 1 p.m., when the first program in the series, "The Living Declaration," starring Claude Rains as Jefferson, will be heard. The series, produced by the National Association of Educational Broadcasters under the terms of a substantial grant from the Fund for Adult Education of the Ford Foundation, will be launched simultaneously on twelve other stations of the National Association of Educational Broad-

casters Network, of which WNYC is the key station.

Based on research and writings of Columbia University's Dr. Dumas Malone, "The Jefferson Heritage" defines the impact and value of the man's contribution to the spirit of freedom. Scripts for the series were written by Morton Wishengrad and Milton Geiger; special music was composed and conducted by Vladimir Selinsky, and Frank Papp produced and directed the episodes in the series. Each program treats an issue of Jefferson's times and ours, with Jefferson's thoughts and opinions voiced by Mr. Rains.

### "RADIO DAILY"

August 14, 1952

KLORES & CARTER, INC. will direct all advertising and promotion for the National Association of Educational Broadcasters. Newspapers and trade papers will be used to promote the association's five series of programs, the first of which, "Jeffersonian Heritage," consisting of 13 half-hour radio dramas, will be initiated on the NAEB network Sept. 14.

### "NEWS", Illinois

August 23, 1952

## New Jefferson Series on WILL

Claude Rains, celebrated stage and screen actor, will star as Thomas Jefferson in a distinguished creative series of radio programs on "The Jeffersonian Heritage," to be presented by University of Illinois Radio Station WILL, in co-operation with the National Association of Educational Broadcasters.

The 13-week series will be heard at 3:00 p.m., beginning Sunday, Sept. 14. Each show will be re-broadcast the following Thursday at the same hour.

"The Jeffersonian Heritage" is produced by the NAEB under the terms of a \$300,000 grant from the Fund for Adult Education, established by the Ford Foundation. The NAEB is a non-profit organization composed of institutions, school systems, groups and individuals who are engaged in non-commercial, educational broadcasting.

The series was written by Morton Wishengrad and Milton Geiger based on material obtained from the research, writings and advice of Professor Dumas Malone, of the Department of History of Columbia University. Music was composed and conducted by Vladimir Selinsky.

Commenting on the "Jeffersonian Heritage" series, George Probst, Director of the University of Chicago Roundtable, and chairman of the committee which administered the Fund for Adult Education grant, said, "We are engaged in producing programs of the quality of 'Henry V,' or Sherrwood's 'Abraham Lincoln in Illinois,' or MacLeish's 'The Fall of the City.' We are trying to produce programs that can be re-broadcast 10 or 20 years from now to both our satisfaction and the satisfaction of the listener."

The Sept. 14 program, titled "The Living Declaration," is an introductory program dramatizing Jefferson's part in the Declaration of Independence, and presenting the main theme—that his ideas and ideals in that historic document are living realities. The emphasis is suggested by the quotation, "The earth belongs always to the living generation."

In subsequent weeks Jefferson's concepts and ideals on revolution, religious freedom, economic enterprise, science, public and personal responsibility, freedom of thought and the free press, public education, governmental functions and ultimate aims will be presented.

Transportation Between University and Downtown Hotels

To the University from the Nicollet or Radisson hotels: walk west to Hennepin Avenue and take any northbound streetcar marked "Como" or "Oak." Get off at 4th Street and 15th Avenue Southeast. Walk two blocks south and one block east to the Center for Continuation Study on the university campus.

To the university from the Curtis or Leamington hotels: walk east to 4th Avenue and take any northbound car marked "4th Avenue," "Glenwood to Aldrich," or "Glenwood Park." Transfer at Hennepin Avenue and 6th Street to any northbound car marked "Como" or "Oak." Get off at 4th Street and 15th Avenue Southeast. Walk two blocks south and one block east to the Center for Continuation Study.

Returning to downtown Minneapolis from the university: walk north on 15th Avenue Southeast to 4th Street. Take any west-bound car marked "Como" or "Oak."

For the Nicollet: get off at the corner of Hennepin and Washington Avenues.

For the Radisson: get off at the corner of Hennepin Avenue and 7th Street. Walk half a block east.

For the Curtis and Leamington: transfer at Hennepin Avenue and 6th Street to any east-bound car marked "4th Avenue to 38th," "4th Avenue to 48th", or "4th Avenue to Lake." Get off at 4th Avenue and 10th Street and walk one block west.

Taxi fare from the university to the downtown hotels is approximately 85-95¢ one way.

Scanned from the National Association of Educational Broadcasters Records  
at the Wisconsin Historical Society as part of  
"Unlocking the Airwaves: Revitalizing an Early Public and Educational Radio Collection."



A collaboration among the Maryland Institute for Technology in the Humanities,  
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TECHNOLOGY IN THE HUMANITIES



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